

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST 1980

| | EVENING 7:00-11:00 PM | | | | | | | | | | All 7:00-11:00 PM | | |
|---|------------------------|-----------------------------------|-------------------------------|------------------|--------------------------------|---------------------|--------------------|--------------------|--------------------|----------------------|-------------------|------------|------------|
| | General Drama | Suspense & Mystery Drama(1) | Situation Comedy | Adventure | Variety(1) | Feature Films | AR 25- 30 Min. | All 55- 60 Min. | 7:00- 9:00 PM | 9:00- 11:00 PM(2) | Regular | Special(3) | Total(3) |
| HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS | 14.0 6 | 15.3 6 | 15.5 23 | 1FR | 1FR | 14.5 6 | 14.4 21 | 14.6 25 | 12.8 25 | 14.9 29 | 14.1 54 | 3.8 25 | 12.0 89 |
| | EVENING 6:00-7:00PM | | MONDAY-FRIDAY 11:30-1:00AM | | WEEKDAY DAYTIME 10:00AM-4:30PM | | | | WEEKEND DAYTIME | | | | |
| | Informational(1) | | | | | | | | | | | | |
| | Once-a-Week | Multi-weekly | 11:30PM- 1:00AM(4) | Daytime Drama | Outr & Aud. Partic.(1) | Situation Comedy | 10:00AM- 1:00PM | 1:00- 4:30PM | 10:00AM- 4:30PM | Children's(1) | Regular | Special(3) | Total(3) |
| HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS | 7.2 4 | 10.1 3 | 5.8 11 | 7.6 13 | 5.5 6 | 8.2 4 | 6.0 14 | 7.8 11 | 7.0 25 | 4.2 34 | 7.2 5 | 5.8 9 | 6.5 14 |

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30 PM AND 8:30-10:00 PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00 AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 24, 1980

NIELSEN AVERAGE AUDIENCE

| RANK | PROGRAM | AUDIENCES | | RANK | PROGRAM | AUDIENCES | |
|------|--------------------------|-----------|-----------|------|-------------------------|-----------|-----------|
| | | % U.S. | NO. (000) | | | % U.S. | NO. (000) |
| 1 | CIRCUS OF THE STARS(S) | 22.2 | 16,940 | 10 | THREE'S COMPANY# | 19.2 | 14,650 |
| 2 | THOSE AMAZING ANIMALS(S) | 20.9 | 15,950 | 11 | VEGAS# | 18.9 | 14,420 |
| 3 | DALLAS# | 20.8 | 15,870 | 12 | CHARLIE'S ANGELS# | 18.5 | 14,120 |
| 4 | M*A*S*H# | 20.6 | 15,720 | 13 | CHIPS# | 18.1 | 13,810 |
| 5 | 60 MINUTES | 20.5 | 15,640 | 14 | HOUSE CALLS# | 18.0 | 13,730 |
| 6 | ALICE# | 20.1 | 15,340 | 15 | ABC MONDAY NIGHT MOVIE# | 17.9 | 13,660 |
| 7 | DUKES OF HAZZARD | 19.4 | 14,800 | 15 | LOU GRANT# | 17.9 | 13,660 |
| 8 | ABC SUNDAY NIGHT MOVIE | 19.3 | 14,730 | 17 | LOVE BOAT | 17.0 | 12,970 |
| 8 | JEFFERSONS | 19.3 | 14,730 | | | | |

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

| PROGRAM NAME | WK # | DAY | START TIME | DUR | T/C THIS SEASON | NO. OF STATIONS | PROGRAM COVERAGE | HOUSEHOLD AUDIENCES | | | PROGRAM NAME | WK # | DAY | START TIME | DUR | T/C THIS SEASON | NO. OF STATIONS | PROGRAM COVERAGE | HOUSEHOLD AUDIENCES | | |
|------------------------|------|-----|------------|-----|-----------------|-----------------|------------------|---------------------|------|------|----------------------------|------|-----|------------|-----|-----------------|-----------------|------------------|---------------------|------|------|
| | | | | | | | | WK 1 | WK 2 | WK 3 | | | | | | | | | WK 1 | WK 2 | WK 3 |
| ABC FRIDAY NIGHT MOVIE | 32 | | 9.00P | 120 | ABC FF | | | | | | CAMPAIGN '80-MON-6.30PM(S) | | | | | | | | | | |
| 2 FRI. | | | 9.00P | 120 | ABC FF | | | | | | 1 MON. | | | | | | | | | | |
| ABC MONDAY NIGHT MOVIE | 14 | | 9.00P | 120 | ABC FF | | | | | | CAMPAIGN '80-TUE-7.30PM(S) | | | | | | | | | | |
| 2 MON. | | | 9.00P | 120 | ABC FF | | | | | | 1 TUE. | | | | | | | | | | |
| ABC NEWS CLOSEUP(S) | | | | | | | | | | | CAMPAIGN '80-WED-8.00PM(S) | | | | | | | | | | |
| 2 THU. | | | 10.00P | 60 | ABC DN | | | | | | 1 WED. | | | | | | | | | | |
| ABC NEWSBRIEF-M-F | 231 | | | | | | | | | | CAMPAIGN '80-THU-8.00PM(S) | | | | | | | | | | |
| 1 MON. | | | 9.32P | 1 | ABC N | | | | | | 1 THU. | | | | | | | | | | |
| 1 TUE. | | | 10.20P | 1 | | | | | | | CBS EVENING NEWS-CRONKITE | 219 | | | | | | | | | |
| 1 WED. | | | 9.12P | 1 | | | | | | | 1 TU-F | | | | | | | | | | |
| 1 THU. | | | 8.58P | 1 | | | | | | | 2 M-F | | | | | | | | | | |
| 1 FRI. | | | 8.57P | 2 | | | | | | | CBS EVENING NEWS-DEAN | 30 | | | | | | | | | |
| 2 M & F | | | 8.58P | 1 | | | | | | | SUN. | | | | | | | | | | |
| 2 TU-TH | | | 9.58P | 1 | | | | | | | CBS REPORT(S) | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 46 | | 9.58P | 1 | ABC N | | | | | | 2 WED. | | | | | | | | | | |
| SAT. | | | 9.58P | 1 | ABC N | | | | | | CBS SAT. NEWS-SCHIEFFER | 43 | | | | | | | | | |
| ABC NEWSBRIEF-SUN. | 47 | | 8.58P | 1 | ABC N | | | | | | SAT. | | | | | | | | | | |
| SUN. | | | 8.58P | 1 | ABC N | | | | | | CBS SATURDAY NIGHT MOVIE | 9 | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE | 40 | | 9.00P | 115 | ABC FF | | | | | | 1 SAT. | | | | | | | | | | |
| 1 SUN. | | | 9.00P | 115 | ABC FF | | | | | | 2 SAT. | | | | | | | | | | |
| 2 SUN. | | | 9.00P | 133 | | | | | | | | | | | | | | | | | |

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|---------------------------|-----|--|-------|-----|--------|--|--|--|--|--|------------------------------|----|--|--|--|--|--|--|--|--|--|
| ABC SUN AFTERNOON BSBL(B) | 88 | | | | | | | | | | CBS TUESDAY NIGHT MOVIES | 14 | | | | | | | | | |
| 2 SUN. | | | 6.12P | 30 | ABC SE | | | | | | 2 TUE. | | | | | | | | | | |
| ABC WORLD NEWS TONIGHT | 220 | | | | | | | | | | CHARLIE'S ANGELS | 40 | | | | | | | | | |
| 1 MON. | | | 6.52P | 33 | ABC N | | | | | | 2 WED. | | | | | | | | | | |
| 1 TU-F | | | 6.30P | 30 | | | | | | | CHIPS | 19 | | | | | | | | | |
| 2 M-F | | | 6.30P | 30 | | | | | | | 1 SUN. | | | | | | | | | | |
| ABC WRLD NEWS TONIGHT-SUN | 38 | | | | | | | | | | CIRCUS OF THE STARS(S) | | | | | | | | | | |
| SUN. | | | 6.30P | 30 | ABC N | | | | | | 2 THU. | | | | | | | | | | |
| ALICE | 41 | | | | | | | | | | DALLAS | 41 | | | | | | | | | |
| 2 SUN. | | | 9.00P | 30 | CBS CS | | | | | | 1 FRI. | | | | | | | | | | |
| ALL AMERICAN PIE(S) | | | | | | | | | | | DECIS'80 DEM CON-MON-700P(S) | | | | | | | | | | |
| 1 SUN. | | | 8.00P | 60 | ABC CV | | | | | | 1 MON. | | | | | | | | | | |
| ARCHIE BUNKER'S PLACE | 39 | | | | | | | | | | DECIS'80 DEM CON-TU-730P(S) | | | | | | | | | | |
| 1 SUN. | | | 8.00P | 30 | CBS CS | | | | | | 1 TUE. | | | | | | | | | | |
| BARNEY MILLER | 39 | | | | | | | | | | DECIS'80 DEM CON-WED-730P(S) | | | | | | | | | | |
| 2 THU. | | | 9.00P | 30 | ABC CS | | | | | | 1 WED. | | | | | | | | | | |
| BENSON | 4 | | | | | | | | | | DECIS'80 DEM CON-THU-730P(S) | | | | | | | | | | |
| FRI. | | | 8.00P | 30 | ABC CS | | | | | | 1 THU. | | | | | | | | | | |
| BIG EVENT | 40 | | | | | | | | | | DEMOC. CONV. MON 9.34PM(S) | | | | | | | | | | |
| 1 SUN. | | | 9.00P | 120 | NBC FV | | | | | | 1 MON. | | | | | | | | | | |
| 2 SUN. | | | 8.00P | 180 | | | | | | | DEMOC. CONV. TUE 8.27PM(S) | | | | | | | | | | |
| BUCK ROGERS-25TH CENTURY | 3 | | | | | | | | | | 1 TUE. | | | | | | | | | | |
| 1 SAT. | | | 8.00P | 120 | NBC SF | | | | | | DEMOC. CONV. TUE 10.22PM(S) | | | | | | | | | | |
| 2 SAT. | | | 8.00P | 60 | | | | | | | 1 TUE. | | | | | | | | | | |
| BUGSY MALONE(S) | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. | | | 8.00P | 114 | CBS GD | | | | | | | | | | | | | | | | |

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

| PROGRAM NAME | | | | | | | | | | PROGRAM NAME | | | | | | | | | |
|----------------------------------|--|--|--|--|--|--|--|--|--|----------------------------------|--|--|--|--|--|--|--|--|--|
| T/C THIS SEASON | | | | | | | | | | T/C THIS SEASON | | | | | | | | | |
| NO. OF STATIONS | | | | | | | | | | NO. OF STATIONS | | | | | | | | | |
| PROGRAM COVERAGE | | | | | | | | | | PROGRAM COVERAGE | | | | | | | | | |
| HOUSEHOLD AUDIENCES | | | | | | | | | | HOUSEHOLD AUDIENCES | | | | | | | | | |
| WK # DAY START TIME DUR NET TYPE | | | | | | | | | | WK # DAY START TIME DUR NET TYPE | | | | | | | | | |
| WK 1 WK 2 WK 1 WK 2 | | | | | | | | | | WK 1 WK 2 WK 1 WK 2 | | | | | | | | | |
| KEY | | | | | | | | | | KEY | | | | | | | | | |
| AVG. AUD. % SHARE % (0,000) | | | | | | | | | | AVG. AUD. % SHARE % (0,000) | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | INCREDIBLE HULK | | | | | | | | | |
| DEMOC. CONV. WED 9:14PM(S) | | | | | | | | | | FRI. 8:00P 60 CBS SF | | | | | | | | | |
| 1 WED. 9:14P 102 ABC P | | | | | | | | | | JEFFERSONS | | | | | | | | | |
| DEMOC. CONV. THUR 9:00(S) | | | | | | | | | | 1 SUN. 9:00P 60 CBS CS | | | | | | | | | |
| 1 THU. 9:00P 171 ABC P | | | | | | | | | | 2 SUN. 9:30P 30 | | | | | | | | | |
| DIFFERENT STROKES | | | | | | | | | | JOSHUA'S WORLD(S) | | | | | | | | | |
| 2 WED. 9:00P 30 NBC CS | | | | | | | | | | 2 THU. 8:00P 60 CBS GD | | | | | | | | | |
| DISNEY'S WONDERFUL WORLD | | | | | | | | | | LAVERNE & SHIRLEY | | | | | | | | | |
| SUN. 7:00P 60 NBC FV | | | | | | | | | | 2 TUE. 8:30P 30 ABC CS | | | | | | | | | |
| DUKES OF HAZZARD(B) | | | | | | | | | | LITTLE HOUSE-PRAIRIE | | | | | | | | | |
| 2 FRI. 10:00P 60 CBS CS | | | | | | | | | | 2 MON. 8:00P 120 NBC GD | | | | | | | | | |
| DUKES OF HAZZARD | | | | | | | | | | LOU GRANT | | | | | | | | | |
| FRI. 9:00P 60 CBS CS | | | | | | | | | | 2 MON. 10:00P 60 CBS GD | | | | | | | | | |
| ED CLARK FOR PRESIDENT(S) | | | | | | | | | | LOVE BOAT | | | | | | | | | |
| 1 SAT. 10:54P 6 CBS P | | | | | | | | | | SAT. 9:00P 60 ABC CS | | | | | | | | | |
| ED CLARK FOR PRESIDENT(S) | | | | | | | | | | MAN'S GREATEST SPORTS(S) | | | | | | | | | |
| 2 WED. 9:54P 6 CBS P | | | | | | | | | | 2 THU. 9:30P 90 NBC CS | | | | | | | | | |
| EIGHT IS ENOUGH | | | | | | | | | | MARK TWAIN'S AMERICA(S) | | | | | | | | | |
| 2 WED. 8:00P 60 ABC CS | | | | | | | | | | 2 MON. 10:00P 60 NBC GD | | | | | | | | | |
| FACTS OF LIFE | | | | | | | | | | M*A*S*H | | | | | | | | | |
| 4 | | | | | | | | | | 42 | | | | | | | | | |

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|-----------------------------|-----|-----|-----|----|----|--|--|--|--|---|------|----|------|
| FRI. 8:30P 30 NBC CS | | | | | | | | | | B | 9.5 | 21 | 725 |
| FANTASY ISLAND | 36 | 197 | 191 | 96 | 97 | | | | | A | 16.1 | 32 | 1228 |
| SAT. 10:00P 60 ABC A | | | | | | | | | | B | 19.0 | 36 | 1450 |
| FANTASY ISLAND SUNDAY SP(S) | | | | | | | | | | A | 8.9 | 20 | 679 |
| 2 SUN. 7:00P 60 ABC A | | | | | | | | | | | | | |
| FLO | 4 | 188 | | 96 | | | | | | A | 14.0 | 28 | 1068 |
| 2 MON. 8:00P 30 CBS CS | | | | | | | | | | B | 13.9 | 29 | 1061 |
| FRIDAY NIGHT FIGHTS(S) | | | | | | | | | | A | 10.9 | 21 | 832 |
| 2 FRI. 10:00P 60 NBC SE | | | | | | | | | | | | | |
| FROM HERE TO ETERNITY(S) | 203 | | | 99 | | | | | | A | 6.8 | 14 | 519 |
| 1 SAT. 10:00P 60 NBC FF | | | | | | | | | | | | | |
| GALACTICA 1980 | 12 | 192 | | 98 | | | | | | A | 6.9 | 15 | 526 |
| 1 SUN. 7:00P 60 ABC SF | | | | | | | | | | B | 10.5 | 20 | 801 |
| GAMES PEOPLE PLAY | 1 | 196 | | 98 | | | | | | A | 13.6 | 26 | 1038 |
| 2 THU. 8:00P 90 NBC GV | | | | | | | | | | B | 13.6 | 26 | 1038 |
| GOODTIME GIRLS | 4 | 177 | 194 | 89 | 98 | | | | | A | 10.0 | 22 | 763 |
| FRI. 8:30P 30 ABC CS | | | | | | | | | | B | 9.8 | 22 | 748 |
| HAPPY DAYS | 42 | 205 | | 99 | | | | | | A | 12.3 | 27 | 938 |
| 2 TUE. 8:00P 30 ABC CS | | | | | | | | | | B | 19.9 | 34 | 1518 |
| HART TO HART | 30 | 194 | | 96 | | | | | | A | 16.3 | 30 | 1244 |
| 2 TUE. 10:00P 60 ABC PD | | | | | | | | | | B | 19.1 | 32 | 1457 |
| HERE'S BOOMER | 17 | 196 | 188 | 95 | 95 | | | | | A | 9.0 | 21 | 887 |
| FRI. 8:00P 30 NBC GD | | | | | | | | | | B | 11.4 | 24 | 870 |
| HOUSE CALLS | 9 | 179 | | 98 | | | | | | A | 18.0 | 30 | 1373 |
| 2 MON. 9:30P 30 CBS CS | | | | | | | | | | B | 17.8 | 30 | 1358 |

| | | | | | | | | | | | | | |
|-------------------------|-----|-----|-----|-----|----|----|--|--|--|---|------|----|------|
| 2 MON. 9:00P 30 CBS CS | | | | | | | | | | B | 23.9 | 36 | 1824 |
| MORK & MINDY | 29 | | | 206 | | 99 | | | | A | 15.2 | 30 | 1160 |
| 2 THU. 8:00P 60 ABC CS | | | | | | | | | | B | 17.0 | 31 | 1297 |
| NBC NEWS UPDATE-M-F | 212 | 170 | 174 | 91 | 91 | | | | | A | 11.3 | 22 | 862 |
| 1 FRI. 8:58P 1 NBC N | | | | | | | | | | B | 15.7 | 26 | 1198 |
| 2 MON. 9:13P 1 | | | | | | | | | | | | | |
| 2 TU & W 8:58P 1 | | | | | | | | | | | | | |
| 2 THU. 9:18P 1 | | | | | | | | | | | | | |
| 2 FRI. 8:57P 2 | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SAT. | 43 | 178 | 150 | 93 | 80 | | | | | A | 7.7 | 17 | 588 |
| 1 SAT. 8:57P 1 NBC N | | | | | | | | | | B | 15.0 | 28 | 1145 |
| 2 SAT. 8:58P 1 | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SUN. | 43 | 184 | 187 | 95 | 95 | | | | | A | 13.3 | 24 | 1015 |
| 1 SUN. 8:58P 1 NBC N | | | | | | | | | | B | 16.8 | 27 | 1282 |
| 2 SUN. 9:05P 1 | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SUN. | 37 | 153 | 156 | 82 | 83 | | | | | A | 7.5 | 19 | 572 |
| SUN. 6:30P 30 NBC N | | | | | | | | | | B | 8.4 | 17 | 641 |
| NBC NIGHTLY NEWS | 218 | 187 | 206 | 93 | 99 | | | | | A | 9.4 | 22 | 717 |
| M-F 6:30P 30 NBC N | | | | | | | | | | B | 12.3 | 24 | 938 |
| NBC REPORTS(S) | | 190 | | 96 | | | | | | A | 9.0 | 18 | 687 |
| 1 FRI. 10:00P 60 NBC DN | | | | | | | | | | | | | |
| NBC TUESDAY NIGHT MOVIE | 7 | | 176 | | 91 | | | | | A | 11.1 | 20 | 817 |
| 2 TUE. 9:00P 120 NBC FF | | | | | | | | | | B | 14.3 | 25 | 1091 |
| NEWSBREAK-M-F | 220 | 166 | 164 | 89 | 90 | | | | | A | 11.5 | 23 | 877 |
| 1 FRI. 8:58P 1 CBS N | | | | | | | | | | B | 14.3 | 23 | 1091 |
| CONT'D | | | | | | | | | | | | | |

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|---------------------------|------------------|-----|-----|-----|----|----|---|------|----|-----|----------------------------|-----------------|------------|-----|----|-----|-----|-----|-----|----|-----|------|------|-----|-----|
| SATURDAY NIGHT | | 43 | 214 | 215 | 98 | 97 | A | 8.0 | 30 | 610 | M-F | 1.00P | 60 | NBC | DD | | | B | 6.2 | 22 | 473 | | | | |
| 1 SAT. | 11.30P 77 NBC GV | | | | | | B | 12.5 | 37 | 954 | DECIS'BO DEM | CONV | OPEN-MO(S) | | | 177 | 92 | A | 4.8 | 14 | 366 | | | | |
| 2 SAT. | 12.40A 81 | | | | | | | | | | 1 MON. | 4.00P | 120 | NBC | P | | | | | | | | | | |
| SOAP-11.30 | | 13 | | | | | A | 4.9 | 21 | 374 | DECIS'BO DEM | CON-TU-400P(S) | | | | 182 | 92 | A | 3.5 | 12 | 267 | | | | |
| 2 TUE. | 11.51P 68 ABC CS | | | 174 | | 94 | B | 4.5 | 19 | 343 | 1 TUE. | 4.00P | 60 | NBC | P | | | | | | | | | | |
| | | | | | | | | | | | DECIS'BO DEM | CON-WED-400P(S) | | | | 139 | 83 | A | 3.8 | 13 | 290 | | | | |
| TOMORROW SHOW | | 174 | 177 | 175 | 97 | 98 | A | 3.1 | 21 | 237 | 1 WED. | 4.00P | 30 | NBC | P | | | | | | | | | | |
| 1 MON. | 12.31A 47 NBC CC | | | | | | B | 2.8 | 21 | 214 | DEM CONVENTION OPENING(S) | | | | | 163 | 88 | A | 4.0 | 14 | 305 | | | | |
| 1 TU & W | 1.30A 47 | | | | | | | | | | 1 MON. | 4.00P | 30 | CBS | P | | | | | | | | | | |
| 1 THU. | 12.53A 46 | | | | | | | | | | DEMOC. CONV. MON 4.00PM(S) | | | | | 178 | 89 | A | 5.5 | 19 | 420 | | | | |
| 2 MON. | 1.00A 51 | | | | | | | | | | 1 MON. | 4.00P | 30 | ABC | P | | | | | | | | | | |
| 2 TU & W | 1.00A 47 | | | | | | | | | | DOCTORS | | | | | 15 | 179 | 185 | 86 | 89 | A | 4.5 | 16 | 343 | |
| 2 THU. | 1.00A 49 | | | | | | B | 7.3 | 26 | 557 | M-F | 12.30P | 30 | NBC | DD | | | | | | B | 4.4 | 16 | 336 | |
| TONIGHT SHOW | | 210 | 208 | 211 | 98 | 99 | | 7.3 | 27 | 557 | ED CLARK FOR PRES. COMM(S) | | | | | | 193 | | | | | A | 10.7 | 33 | 816 |
| 1 TUE. | 12.00M 78 NBC GV | | | | | | | | | | 2 WED. | 2.54P | 6 | ABC | P | | | | | | | | | | |
| 1 FRI. | 11.30P 81 | | | | | | | | | | EDGE OF NIGHT | | | | | 210 | 153 | 149 | 82 | 81 | A | 5.1 | 18 | 389 | |
| 2 M & F | 11.30P 81 | | | | | | | | | | 1 TU-F | 4.00P | 30 | ABC | DD | | | | | | B | 5.1 | 16 | 389 | |
| 2 TUE. | 11.30P 78 | | | | | | | | | | 2 M-F | 4.00P | 30 | | | | | | | | | | | | |
| 2 WED. | 11.30P 76 | | | | | | | | | | FAMILY FEUD | | | | | 40 | 180 | 184 | 93 | 94 | A | 7.9 | 29 | 603 | |
| 2 THU. | 11.30P 79 | | | | | | B | 3.4 | 17 | 259 | 1 M-F | 12.00N | 30 | ABC | GP | | | | | | B | 7.4 | 29 | 565 | |
| TUESDAY MOVIE OF THE WEEK | | 8 | 173 | | | 94 | | 3.3 | 20 | 262 | 2 MTUWF | 12.00N | 30 | | | | | | | | | | | | |
| 1 TUE. | 12.11A 96 ABC FF | | | | | | | | | | 2 THU. | 12.00N | 26 | | | | | | | | | | | | |
| •WEEKDAY DAYTIME | | | | | | | | | | | GENERAL HOSPITAL | | | | | 217 | 195 | 195 | 99 | 99 | A | 11.6 | 38 | 885 | |
| ABC DAYTIME NEWSBRIEF-M-F | 208 | 174 | 173 | 93 | 93 | | A | 9.5 | 32 | 725 | M-F | 3.00P | 60 | ABC | DD | | | | | | B | 10.0 | 32 | 763 | |
| M-F | 1.57P 2 ABC N | | | | | | B | 9.0 | 31 | 687 | GOOD MORNING, AMERICA-730 | | | | | 219 | 198 | 198 | 98 | 98 | A | 4.1 | 31 | 313 | |
| ALICE-M-F | | 52 | 159 | 160 | 90 | 92 | A | 7.9 | 35 | 603 | M-F | 7.30A | 30 | ABC | N | | | | | | B | 4.2 | 26 | 320 | |
| M-F | 10.30A 30 CBS CS | | | | | | B | 6.9 | 33 | 526 | | | | | | | | | | | | | | | |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | | | PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | | |
|----------------------------------|--|--|--|--|--|--|--|--|--|-----------------|-----|-----------------|----|------------------|---|---------------------|----|---------|---------------------------|-------------------|--|----------------------------------|--|--|--|--|--|--|-----|-----|-----|-----------------|----|-----------------|------|------------------|-----|---------------------|--|---------|--|-------------------|--|
| WK # DAY START TIME DUR NET TYPE | | | | | | | | | | WK 1 WK 2 | | WK 1 WK 2 | | KEY | | AVG. AUD. % | | SHARE % | | AVG. AUD. (0,000) | | WK # DAY START TIME DUR NET TYPE | | | | | | | | | | WK 1 WK 2 | | WK 1 WK 2 | | KEY | | AVG. AUD. % | | SHARE % | | AVG. AUD. (0,000) | |
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GOOD MORNING, AMERICA-830 | | | | | | | | | | 220 | 197 | 196 | 97 | 97 | A | 5.4 | 29 | 412 | TODAY SHOW-7.30AM | | | | | | | | | | 219 | 215 | 216 | 99 | 99 | A | 3.6 | 27 | 275 | | | | | | |
| M-F 8.30A 30 ABC N | | | | | | | | | | | | | | | B | 5.8 | 30 | 443 | M-F 7.30A 30 NBC N | | | | | | | | | | | | | | | B | 4.3 | 27 | 328 | | | | | | |
| GUIDING LIGHT | | | | | | | | | | 135 | 191 | 194 | 99 | 99 | A | 7.7 | 25 | 588 | TODAY SHOW-8.30AM-MED(B) | | | | | | | | | | 125 | | | 69 | | A | 3.1 | 17 | 237 | | | | | | |
| M-F 3.00P 60 CBS DD | | | | | | | | | | | | | | | B | 8.0 | 26 | 610 | 1 MED. 8.30A 30 NBC N | | | | | | | | | | | | | | | | | | | | | | | | |
| JEFFERSONS M-F | | | | | | | | | | 128 | 164 | 164 | 89 | 89 | A | 7.4 | 34 | 565 | TODAY SHOW-8.30AM | | | | | | | | | | 218 | 213 | 213 | 99 | 99 | A | 4.9 | 26 | 374 | | | | | | |
| M-F 10.00A 30 CBS CS | | | | | | | | | | | | | | | B | 5.3 | 26 | 404 | 1 MTUHF 8.30A 30 NBC N | | | | | | | | | | | | | | | B | 5.3 | 28 | 404 | | | | | | |
| JOEY AND REDHAWK PT I(S) | | | | | | | | | | | 169 | | 89 | | A | 6.1 | 20 | 465 | 2 M-F 8.30A 30 | | | | | | | | | | 15 | 183 | 183 | 87 | 87 | A | 3.7 | 15 | 282 | | | | | | |
| 2 MON. 4.00P 30 CBS CL | | | | | | | | | | | | | | | B | | | | WHEEL OF FORTUNE | | | | | | | | | | | | | | | B | 3.5 | 15 | 267 | | | | | | |
| JOEY AND REDHAWK PT II(S) | | | | | | | | | | | 168 | | 89 | | A | 5.3 | 18 | 404 | M-F 11.00A 30 NBC CG | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 4.00P 30 CBS CL | | | | | | | | | | | | | | | B | | | | YOUNG AND THE RESTLESS | | | | | | | | | | 135 | 194 | 195 | 99 | 99 | A | 8.1 | 28 | 618 | | | | | | |
| JOEY AND REDHAWK PT III(S) | | | | | | | | | | | 169 | | 89 | | A | 5.2 | 18 | 397 | M-F 1.00P 60 CBS DD | | | | | | | | | | | | | | | B | 8.0 | 29 | 610 | | | | | | |
| 2 WED. 4.00P 30 CBS CL | | | | | | | | | | | | | | | B | | | | WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | |
| JOEY AND REDHAWK PT IV(S) | | | | | | | | | | | 167 | | 89 | | A | 4.3 | 16 | 328 | ABC SUNDAY AFTERNOON BSBL | | | | | | | | | | 2 | 182 | 195 | 95 | 98 | A | 6.7 | 20 | 511 | | | | | | |
| 2 THU. 4.00P 30 CBS CL | | | | | | | | | | | | | | | B | | | | 1 SUN. 2.00P 184 ABC SF | | | | | | | | | | | | | | | B | 6.7 | 20 | 511 | | | | | | |
| JOEY AND REDHAWK PT V(S) | | | | | | | | | | | 156 | | 86 | | A | 5.2 | 19 | 397 | 2 SUN. 3.58P 134 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 4.00P 30 CBS CL | | | | | | | | | | | | | | | B | | | | ABC WEEKEND SPECIALS | | | | | | | | | | 46 | 187 | 188 | 96 | 97 | A | 5.0 | 22 | 382 | | | | | | |
| LOVE BOAT DAYTIME | | | | | | | | | | 40 | 185 | 186 | 97 | 97 | A | 9.3 | 37 | 710 | SAT. 12.00N 30 ABC FV | | | | | | | | | | | | | | | B | 5.7 | 22 | 435 | | | | | | |
| M-F 11.00A 60 ABC CS | | | | | | | | | | | | | | | B | 8.3 | 36 | 833 | ABC WIDE WORLD-SPORTS SAT | | | | | | | | | | 35 | 199 | 200 | 97 | 98 | A | 5.5 | 17 | 420 | | | | | | |
| MORNING MON-FRI | | | | | | | | | | 220 | 181 | 182 | 98 | 98 | A | 2.2 | 18 | 168 | SAT. 5.00P 90 ABC SA | | | | | | | | | | | | | | | B | 10.2 | 27 | 778 | | | | | | |
| | | | | | | | | | | | | | | | B | | | | ALL NEW POPEYE HOUR 1 | | | | | | | | | | 46 | 192 | 192 | 98 | 98 | A | 5.5 | 26 | 420 | | | | | | |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|--------|----|--------|-----|-----|-----|----|-----|----|-----|--------|--------|---------------------------|--------|-----|--------|----|-----|---|-----|----|-----|----|-----|
| M-F | 7.15A | 45 | CBS N | | | | B | 2.6 | 17 | 198 | SAT. | 10.30A | 30 | CBS CA | | | | | | | B | 8.1 | 33 | 618 |
| NEWSBREAK-11.57 | | | | 54 | 165 | 166 | 90 | 91 | A | 6.9 | 26 | 526 | ALL NEW POPEYE HOUR 2 | 46 | 191 | 192 | 97 | 98 | A | 5.2 | 24 | 397 | | |
| M-F | 11.57A | 2 | CBS N | | | | B | 6.5 | 27 | 496 | SAT. | 11.00A | 30 | CBS CA | | | | | B | 7.6 | 31 | 580 | | |
| NEWSBREAK-3.57 | | | | 55 | 171 | 173 | 94 | 94 | A | 5.9 | 19 | 450 | AMERICAN BANDSTAND '80 | 35 | 174 | 173 | 87 | 84 | A | 4.2 | 17 | 320 | | |
| M-F | 3.57P | 2 | CBS N | | | | B | 5.9 | 19 | 450 | SAT. | 12.30P | 60 | ABC PC | | | | | B | 4.5 | 18 | 343 | | |
| ONE DAY AT A TIME-M-F | | | | 115 | 126 | | 76 | | A | 4.7 | 16 | 359 | ANIMALS, ANIMALS, ANIMALS | 45 | 137 | 119 | 82 | 78 | A | 2.1 | 10 | 160 | | |
| 1 W-F | 4.00P | 30 | CBS CS | | | | B | 4.3 | 14 | 328 | SUN. | 11.30A | 30 | ABC CL | | | | | B | 2.7 | 12 | 206 | | |
| ONE LIFE TO LIVE | | | | 217 | 193 | 192 | 99 | 98 | A | 9.9 | 34 | 755 | ASK NBC NEWS-8:58AM | 46 | 193 | 188 | 97 | 96 | A | 2.6 | 22 | 198 | | |
| 1 M-F | 2.00P | 60 | ABC DD | | | | B | 8.8 | 31 | 671 | SAT. | 8.58A | 2 | NBC CN | | | | | B | 4.1 | 23 | 313 | | |
| 2 MTUHF | 2.00P | 60 | | | | | | | A | | | | ASK NBC NEWS-10:28AM | 45 | 201 | 201 | 98 | 98 | A | 4.2 | 21 | 320 | | |
| 2 WED. | 2.00P | 54 | | | | | | | B | | | | SAT. | 10.28A | 2 | NBC CN | | | B | 5.3 | 22 | 404 | | |
| PASSWORD PLUS | | | | 15 | 174 | 177 | 89 | 90 | A | 3.9 | 15 | 298 | ASK NBC NEWS-11:28AM | 45 | 195 | 194 | 95 | 94 | A | 5.0 | 23 | 382 | | |
| M-F | 11.30A | 30 | NBC OG | | | | B | 3.7 | 15 | 282 | SAT. | 11.28A | 2 | NBC CN | | | | | B | 4.8 | 20 | 366 | | |
| PRICE IS RIGHT 1 | | | | 214 | 189 | 189 | 96 | 95 | A | 6.9 | 29 | 526 | ATP PRO TENNIS CHAMP(S) | | | | | 175 | A | 2.0 | 7 | 153 | | |
| M-F | 11.00A | 30 | CBS AP | | | | B | 5.9 | 29 | 450 | 2 SUN. | 2.00P | 110 | CBS SE | | | | | | | | | | |
| PRICE IS RIGHT 2 | | | | 216 | 188 | 189 | 96 | 95 | A | 7.6 | 29 | 580 | BUGS BUNNY/ROAD RUNNER 1 | 46 | 203 | 203 | 99 | 99 | A | 5.3 | 36 | 404 | | |
| M-F | 11.30A | 30 | CBS AP | | | | B | 6.8 | 30 | 519 | SAT. | 9.00A | 30 | CBS CA | | | | | B | 7.2 | 34 | 549 | | |
| RYAN'S HOPE | | | | 218 | 183 | 182 | 96 | 95 | A | 7.2 | 26 | 549 | BUGS BUNNY/ROAD RUNNER 2 | 46 | 203 | 203 | 99 | 99 | A | 7.0 | 39 | 534 | | |
| 1 M-F | 12.30P | 30 | ABC DD | | | | B | 6.8 | 25 | 519 | SAT. | 9.30A | 30 | CBS CA | | | | | B | 8.9 | 38 | 679 | | |
| 2 MTUHF | 12.30P | 30 | | | | | | | | | | | BUGS BUNNY/ROAD RUNNER 3 | 46 | 203 | 203 | 99 | 99 | A | 8.2 | 42 | 626 | | |
| 2 THU. | 12.45P | 15 | | | | | | | | | | | SAT. | 10.00A | 30 | CBS CA | | | B | 9.6 | 40 | 732 | | |
| SEARCH FOR TOMORROW | | | | 217 | 185 | 187 | 97 | 97 | A | 6.9 | 25 | 526 | CBS SPORTS SPECIAL(S) | | | | | 156 | A | 3.7 | 12 | 282 | | |
| M-F | 12.30P | 30 | CBS DD | | | | B | 7.1 | 27 | 542 | 1 SAT. | 5.00P | 60 | CBS SE | | | | | | | | | | |
| TEXAS | | | | 15 | 194 | 200 | 94 | 97 | A | 4.9 | 16 | 374 | CBS SPORTS SPECTACULAR | 39 | | 146 | | 84 | A | 3.4 | 11 | 259 | | |
| M-F | 3.00P | 60 | NBC DD | | | | B | 5.1 | 17 | 389 | 2 SAT. | 5.00P | 60 | CBS SA | | | | | B | 6.2 | 17 | 473 | | |

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1980 REPORT

| 2ND AUG. 1980 REPORT | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----|-----------------|-----------------|----------|------------------|------|---------------------|------|-----|------------|--------------|------------------|-----------------|------------------|------------|------------------|----------|---------------------|------|------|------|-----|------------|---------|------------------|
| PROGRAM NAME | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | PROGRAM NAME | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | | | | |
| WK # | DAY | START TIME | DUR | NET TYPE | WK 1 | WK 2 | WK 1 | WK 2 | KEY | AVG AUD. % | SHARE % | AVG AUD. (0,000) | WK # | DAY | START TIME | DUR | NET TYPE | WK 1 | WK 2 | WK 1 | WK 2 | KEY | AVG AUD. % | SHARE % | AVG AUD. (0,000) |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| COLLEGE FOOTBALL 1980(S) | | | | | | | | | | | | | | 197 99 | | | | | | | | | | | |
| 2 SAT. 4.00P 60 ABC SA | | | | | | | | | | | | | | A 4.0 14 305 | | | | | | | | | | | |
| DAFFY DUCK SHOW | | | | | | | | | | | | | | A 5.5 27 420 | | | | | | | | | | | |
| SAT. 10.30A 30 NBC CA | | | | | | | | | | | | | | B 5.7 24 435 | | | | | | | | | | | |
| DEAR ALEX & ANNIE-11.56AM | | | | | | | | | | | | | | A 5.2 23 397 | | | | | | | | | | | |
| SAT. 11.56A 3 ABC CN | | | | | | | | | | | | | | B 5.0 21 382 | | | | | | | | | | | |
| DEAR ALEX & ANNIE-11.26AM | | | | | | | | | | | | | | A 2.5 13 191 | | | | | | | | | | | |
| SUN. 11.25A 3 ABC CN | | | | | | | | | | | | | | B 3.6 17 275 | | | | | | | | | | | |
| FACE THE NATION | | | | | | | | | | | | | | A 3.3 17 252 | | | | | | | | | | | |
| SUN. 11.30A 30 CBS CC | | | | | | | | | | | | | | B 3.6 16 275 | | | | | | | | | | | |
| FLASH GORDON | | | | | | | | | | | | | | A 4.5 19 343 | | | | | | | | | | | |
| SAT. 12.30P 30 NBC CA | | | | | | | | | | | | | | B 4.6 19 351 | | | | | | | | | | | |
| FRED & BARNEY/SHMOO 1 | | | | | | | | | | | | | | A 2.8 20 214 | | | | | | | | | | | |
| SAT. 9.00A 30 NBC CA | | | | | | | | | | | | | | B 4.9 25 374 | | | | | | | | | | | |
| FRED & BARNEY/SHMOO 2 | | | | | | | | | | | | | | A 3.7 22 282 | | | | | | | | | | | |
| SAT. 9.30A 30 NBC CA | | | | | | | | | | | | | | B 5.7 26 435 | | | | | | | | | | | |
| FRED & BARNEY/SHMOO 3 | | | | | | | | | | | | | | A 4.2 22 320 | | | | | | | | | | | |
| SAT. 10.00A 30 NBC CA | | | | | | | | | | | | | | B 5.8 25 443 | | | | | | | | | | | |
| GODZILLA | | | | | | | | | | | | | | A 4.9 21 374 | | | | | | | | | | | |
| IN THE NEWS- 8.26AM-SUN. | | | | | | | | | | | | | | 46 40 42 36 36 | | | | | | | | | | | |
| SUN. 8.26A 3 CBS CN | | | | | | | | | | | | | | A .5 10 38 | | | | | | | | | | | |
| IN THE NEWS- 8.56AM-SUN. | | | | | | | | | | | | | | 43 41 41 35 35 | | | | | | | | | | | |
| SUN. 8.56A 3 CBS CN | | | | | | | | | | | | | | A .9 9 69 | | | | | | | | | | | |
| IN THE NEWS-10.56AM | | | | | | | | | | | | | | 46 192 192 98 98 | | | | | | | | | | | |
| SAT. 10.56A 3 CBS CN | | | | | | | | | | | | | | A 1.1 9 84 | | | | | | | | | | | |
| IN THE NEWS-11.26AM | | | | | | | | | | | | | | 46 191 192 97 98 | | | | | | | | | | | |
| SAT. 11.26A 3 CBS CN | | | | | | | | | | | | | | A 5.3 25 404 | | | | | | | | | | | |
| ISSUES AND ANSWERS | | | | | | | | | | | | | | 42 182 127 96 84 | | | | | | | | | | | |
| SUN. 12.00N 30 ABC CC | | | | | | | | | | | | | | B 7.8 32 595 | | | | | | | | | | | |
| JASON OF STAR COMMAND | | | | | | | | | | | | | | 29 41 41 35 35 | | | | | | | | | | | |
| SUN. 8.30A 30 CBS CL | | | | | | | | | | | | | | A 4.8 22 366 | | | | | | | | | | | |
| JETSONS | | | | | | | | | | | | | | 17 195 194 95 94 | | | | | | | | | | | |
| SAT. 11.00A 30 NBC CA | | | | | | | | | | | | | | B 7.3 30 557 | | | | | | | | | | | |
| JONNY QUEST | | | | | | | | | | | | | | 17 189 189 93 92 | | | | | | | | | | | |
| SAT. 11.30A 30 NBC CA | | | | | | | | | | | | | | A 3.2 14 244 | | | | | | | | | | | |
| KIDS ARE PEOPLE TOO II | | | | | | | | | | | | | | 44 116 99 81 79 | | | | | | | | | | | |
| SUN. 10.30A 30 ABC CL | | | | | | | | | | | | | | B 3.3 14 252 | | | | | | | | | | | |
| KIDS ARE PEOPLE TOO III | | | | | | | | | | | | | | 44 116 99 81 79 | | | | | | | | | | | |
| | | | | | | | | | | | | | | A .7 8 53 | | | | | | | | | | | |
| | | | | | | | | | | | | | | B .9 8 69 | | | | | | | | | | | |
| | | | | | | | | | | | | | | A 5.1 24 389 | | | | | | | | | | | |
| | | | | | | | | | | | | | | B 4.6 22 351 | | | | | | | | | | | |
| | | | | | | | | | | | | | | A 4.9 21 374 | | | | | | | | | | | |
| | | | | | | | | | | | | | | B 4.5 22 343 | | | | | | | | | | | |
| | | | | | | | | | | | | | | A 2.3 13 175 | | | | | | | | | | | |
| | | | | | | | | | | | | | | B 3.1 15 237 | | | | | | | | | | | |
| | | | | | | | | | | | | | | A 2.6 14 198 | | | | | | | | | | | |

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|--------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|----------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| SAT. 12.00N 30 NBC CA | | | | | | | | | | | | | | SUN. 11.00A 30 ABC CL | | | | | | | | | | | | | | |
| GODZILLA/GLOBETROTTERS 1 | | | | | | | | | | | | | | LAFF-A-LYMPICS | | | | | | | | | | | | | | |
| SAT. 8.00A 30 NBC CA | | | | | | | | | | | | | | SAT. 11.30A 30 ABC CA | | | | | | | | | | | | | | |
| GODZILLA/GLOBETROTTERS 2 | | | | | | | | | | | | | | MEET THE PRESS | | | | | | | | | | | | | | |
| SAT. 8.30A 30 NBC CA | | | | | | | | | | | | | | SUN. 12.30P 30 NBC CC | | | | | | | | | | | | | | |
| GREATEST SUPERFRIENDS-1 | | | | | | | | | | | | | | MIGHTY MOUSE-HECKL-JECKL1 | | | | | | | | | | | | | | |
| SAT. 8.00A 30 ABC CA | | | | | | | | | | | | | | SAT. 8.00A 30 CBS CA | | | | | | | | | | | | | | |
| GREATEST SUPERFRIENDS-2 | | | | | | | | | | | | | | MIGHTY MOUSE-HECKL-JECKL2 | | | | | | | | | | | | | | |
| SAT. 8.30A 30 ABC CA | | | | | | | | | | | | | | SAT. 8.30A 30 CBS CA | | | | | | | | | | | | | | |
| IN THE NEWS- 8.26AM | | | | | | | | | | | | | | NBC MAJOR LEAGUE PRE GAME | | | | | | | | | | | | | | |
| SAT. 8.26A 3 CBS CN | | | | | | | | | | | | | | 1 SAT. 4.00P 20 NBC SC | | | | | | | | | | | | | | |
| IN THE NEWS- 8.56AM | | | | | | | | | | | | | | 2 SAT. 4.00P 21 | | | | | | | | | | | | | | |
| SAT. 8.56A 3 CBS CN | | | | | | | | | | | | | | NBC MAJOR LEAGUE BASEBALL | | | | | | | | | | | | | | |
| IN THE NEWS- 9.26AM | | | | | | | | | | | | | | 1 SAT. 4.20P 153 NBC SE | | | | | | | | | | | | | | |
| SAT. 9.26A 3 CBS CN | | | | | | | | | | | | | | 2 SAT. 4.21P 189 | | | | | | | | | | | | | | |
| IN THE NEWS- 9.59AM | | | | | | | | | | | | | | NEW FAT ALBERT SHOW | | | | | | | | | | | | | | |
| SAT. 9.59A 3 CBS CN | | | | | | | | | | | | | | SAT. 11.30A 30 CBS CA | | | | | | | | | | | | | | |
| IN THE NEWS-11.56AM | | | | | | | | | | | | | | NFL 1980: A PREVIEW(S) | | | | | | | | | | | | | | |
| SAT. 11.56A 3 CBS CN | | | | | | | | | | | | | | 2 SUN. 1.00P 60 CBS SC | | | | | | | | | | | | | | |
| IN THE NEWS-12.26PM | | | | | | | | | | | | | | NFL PRE-SEASON FTBL-ABC(S) | | | | | | | | | | | | | | |
| SAT. 12.26P 3 CBS CN | | | | | | | | | | | | | | 2 SUN. 12.30P 208 ABC SE | | | | | | | | | | | | | | |
| IN THE NEWS-12.56PM | | | | | | | | | | | | | | NFL PRE-SEASON FTBL-CBS(S) | | | | | | | | | | | | | | |
| SAT. 12.56P 3 CBS CN | | | | | | | | | | | | | | 1 SUN. 1.00P 190 CBS SE | | | | | | | | | | | | | | |
| IN THE NEWS- 1.26PM | | | | | | | | | | | | | | PLASTICMAN COMEDY-SHOW-1 | | | | | | | | | | | | | | |
| SAT. 1.26P 3 CBS CN | | | | | | | | | | | | | | SAT. 9.00A 30 ABC CA | | | | | | | | | | | | | | |

[illegible]

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|----------------------------|--------|------------|-----|-----|----|---|-----|----|-----|
| SAT. | 11.00A | 30 ABC CA | | | | B | 6.9 | 29 | 526 |
| SCOOPY DOO(S) | | | 191 | | 98 | A | 4.9 | 26 | 374 |
| 2 SAT. | 10.00A | 30 ABC CA | | | | A | 5.1 | 22 | 389 |
| SHAZAM | | 32 | 170 | 167 | 93 | B | 5.6 | 23 | 427 |
| SAT. | 12.00N | 30 CBS CA | | | | A | .5 | 9 | 38 |
| SKATEBIRDS | | 32 | 40 | 42 | 36 | B | .7 | 9 | 53 |
| SUN. | 8.00A | 30 CBS CA | | | | A | 7.5 | 22 | 572 |
| SPORTSWORLD | | 31 | 181 | 181 | 93 | B | 6.2 | 18 | 473 |
| SUN. | 4.00P | 90 NBC SE | | | | A | 2.9 | 20 | 221 |
| SUNDAY MORNING | | 46 | 105 | 108 | 77 | B | 3.0 | 17 | 229 |
| SUN. | 9.00A | 90 CBS N | | | | A | 6.0 | 25 | 458 |
| TARZAN AND SUPER SEVEN 1 | | 44 | 170 | 170 | 93 | B | 6.0 | 23 | 458 |
| SAT. | 12.30P | 30 CBS CA | | | | A | 6.9 | 28 | 526 |
| TARZAN AND SUPER SEVEN 2 | | 44 | 170 | 170 | 93 | B | 6.5 | 24 | 496 |
| SAT. | 1.00P | 30 CBS CA | | | | A | 3.8 | 21 | 290 |
| TIME OUT-9:45AM | | 34 | 201 | 197 | 98 | B | 5.8 | 26 | 443 |
| SAT. | 9.45A | 2 NBC CN | | | | A | 5.7 | 27 | 435 |
| TIME OUT-10:58AM | | 45 | 203 | 202 | 97 | B | 5.4 | 22 | 412 |
| SAT. | 10.58A | 2 NBC CN | | | | A | 5.4 | 24 | 412 |
| TIME OUT-11:58AM | | 45 | 189 | 189 | 93 | B | 4.9 | 20 | 374 |
| SAT. | 11.58A | 2 NBC CN | | | | A | 2.5 | 8 | 191 |
| WESTCHESTER CLASSIC-SAT(S) | | | 161 | | 93 | A | 5.1 | 15 | 389 |
| 1 SAT. | 4.00P | 60 CBS SE | | | | A | | | |
| WESTCHESTER CLASSIC-SUN(S) | | | 185 | | 97 | | | | |
| 1 SUN. | 4.10P | 110 CBS SE | | | | | | | |

MOLE 2

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. AUG. 11, 1980

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|-----------------------|--|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | ABC TV | { | | { | | { | | { | | { | | { | | { | | { | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | { | | { | | { | | { | | { | | { | | { | |
| E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | CBS TV | { | | { | | { | | { | | { | | { | | { | | { | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | { | | { | | { | | { | | { | | { | | { | |
| E E K 3 | TOTAL AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | NBC TV | { | | { | | { | | { | | { | | { | | { | | { | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | { | | { | | { | | { | | { | | { | | { | |

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|-----------------------|--|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | ABC TV | { | | { | | { | | { | | { | | { | | { | | { | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | { | | { | | { | | { | | { | | { | | { | |
| E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | CBS TV | { | | { | | { | | { | | { | | { | | { | | { | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | { | | { | | { | | { | | { | | { | | { | |
| E E K 3 | TOTAL AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | NBC TV | { | | { | | { | | { | | { | | { | | { | | { | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | { | | { | | { | | { | | { | | { | | { | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | { | | { | | { | | { | | { | | { | | { | |

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. MON. AUG. 18, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 12, 1980

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

K

1

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

K

2

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 76,300,000

DEMOC. CONV. TUE 7:30PM
(SUS)9,310 11,900
12.2 15.8
20/20 TUE-1
(8:00-8:27PM) (OP)DEMOC. CONV. TUE 8:27PM
(8:27-8:45PM) (OP)9,230 9,770
12.1 12.8
20/20-TUE-2
(9:40-10:22PM) (OP)DEMOC. CONV. TUE
10:22PM
(10:22-11:12PM) (OP)CAMPAIGN '80-TUE-7:30PM
DEMOCRATIC NATIONAL CONVENTION
(7:30-11:34PM) (OP)

DECIS'80 DEM CON-TU-730P

10,830 11,450
14.2 15.0
HAPPY DAYS
(R)LAVERNE & SHIRLEY
(R)16,180 14,570
21.2 19.1
THREE'S COMPANY
(R)TAXI
(R)(OP)15,720 20.6
HART TO HART
(R)10,530 13.8
WHITE SHADOW
(R)(OP)15,950 20.9
CBS TUESDAY NIGHT MOVIES
ISLANDS IN THE STREAM12,280 16.1
SHERIFF LOBO
(R)(OP)14,420 18.9
NBC TUESDAY NIGHT MOVIE
ODE TO BILLY JOE(R)8,620 11.3 10.5*
23 23*
10.6 10.4 11.9 12.38,470 11.1 9.4*
20 17*
9.1 9.8 11.0 11.0 12.2 12.0 12.0 11.4

For explanation of symbols, See page A.

EVE. TUE. AUG. 19, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. WED. AUG. 13, 1980

| TIME | 7 00 | 7 15 | 7 30 | 7 45 | 8 00 | 8 15 | 8 30 | 8 45 | 9 00 | 9 15 | 9 30 | 9 45 | 10 00 | 10 15 | 10 30 | 10 45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households 76,300,000

For explanation of symbols See page A

EVE. WED. AUG. 20, 1980

| | | | | | | | | | | | | | | | | |
|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| WK. 1 | 44.7 | 44.6 | 43.9 | 43.6 | 43.8 | 45.8 | 47.7 | 48.7 | 51.3 | 53.7 | 54.2 | 53.2 | 51.8 | 49.7 | 47.8 | 47.1 |
| WK. 2 | 47.0 | 47.4 | 48.2 | 46.4 | 47.7 | 49.3 | 50.3 | 51.9 | 52.7 | 53.7 | 54.4 | 55.3 | 53.3 | 53.6 | 53.4 | 52.5 |

A 8

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. AUG. 14, 1980

TIME 7 00 7 15 7 30 7 45 8 00 8 15 8 30 8 45 9 00 9 15 9 30 9 45 10 00 10 15 10 30 10 45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 243.8
43.543.8
44.643.1
44.843.9
46.144.5
47.747.1
50.048.9
51.450.2
52.751.6
53.352.2
53.953.2
53.752.9
54.352.6
53.052.2
53.651.2
53.949.2
52.2

U.S. TV Households 76,300,000

For explanation of symbols, See page A

EVE. THU. AUG. 21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 15, 1980

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---------------------------------------|--|-------|------|------|------|----------------|------|------|----------------|------|----------------|----------------|--|----------------|----------------|-------|-------|
| W | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,380 13.6 | | | 8,470 11.1 | | | 17,630 23.1 | NFL PRE SEASON FTBL ABC PITTSBURGH VS ATLANTA (3:00-12:00PM-5PM) | | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,700 11.4 | | | 7,170 9.4 | | | 8,320 10.9 | | | 10.8* | 12.4* | 11.9* |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 27 10.8 | | | 21 9.5 | | | 20* 9.9 | | | 22* | 24* | 24* |
| E | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,510 17.7 | | | | | 18,460 24.2 | | | 19,380 25.4 | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,380 12.3 | | | 14,420 18.9 | | | 15,870 20.8 | | | 20.0* | 20.0* | 21.6* |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 28 10.1 | | | 31* 14.3 | | | 39* 20.3 | | | 41 | 39* | 43* |
| K | TOTAL AUDIENCE (Households (000) & %) | | | | | 7,940 10.4 | | | 8,550 11.2 | | | 11,980 15.7 | | | 9,690 12.7 | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,100 9.3 | | | 7,320 9.6 | | | 8,770 11.5 | | | 6,870 9.0 | 8.8* | 9.1* |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 22 8.9 | | | 22 9.7 | | | 24* 11.7 | | | 18 9.4 | 17* | 18* |
| W | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,220 14.7 | | | 9,310 12.2 | | | 15,110 19.8 | ABC FRIDAY NIGHT MOVIE DALLAS COWBOYS CHEERLEADERS(R) | | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,310 12.2 | | | 8,010 10.5 | | | 8,550 11.2 | | | 9.3* | 9.9* | 12.4* |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 27 11.4 | | | 23 13.1 | | | 22 9.5 | | | 18* | 19* | 24* |
| E | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,510 17.7 | | | | | 18,460 24.4 | | | 17,780 23.3 | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,160 12.0 | | | 15,110 19.8 | | | 14,650 19.2 | | | 20.9* | 19.1* | 19.2* |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 27 10.9 | | | 28* 11.6 | | | 37 21.0 | | | 39* | 36* | 37* |
| K | TOTAL AUDIENCE (Households (000) & %) | | | | | 7,940 10.4 | | | 9,080 11.9 | | | 11,140 14.6 | | | 11,140 14.6 | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,640 8.7 | | | 7,550 9.9 | | | 8,470 11.1 | | | 11.4* | 10.8* | 10.9* |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 20 8.6 | | | 21 8.8 | | | 21 10.5 | | | 21* | 20* | 21* |
| TV HOUSEHOLDS USING TV (See Def 1) | | WK. 1 | 41.1 | 40.8 | 40.0 | 40.0 | 41.3 | 43.8 | 44.0 | 45.3 | 47.4 | 49.7 | 50.6 | 51.5 | 51.2 | 50.7 | 50.5 |
| | | WK. 2 | 41.1 | 41.7 | 41.1 | 42.2 | 42.6 | 45.1 | 45.5 | 47.0 | 49.3 | 51.2 | 52.6 | 53.7 | 52.9 | 52.5 | 52.3 |

U.S. TV Households: 76,300,000

For explanation of symbols. See page A.

EVE. FRI. AUG. 22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 16, 1980

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

W

E

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

W

E

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG AUD BY ¼ HR %

NBC MJR LGE BSBL
NY YANKEES V CALIF
& BALTIMORE V OAKLAND
(4:21-7:40PM)

TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households 76,300,000

| WK. 1 | 40.7 | 40.8 | 42.0 | 43.1 | 43.4 | 44.0 | 45.1 | 46.6 | 48.1 | 49.4 | 50.6 | 50.9 | 49.5 | 49.1 | 49.3 | 49.3 |
|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| WK. 2 | 39.4 | 41.1 | 40.6 | 40.0 | 41.4 | 43.7 | 44.3 | 45.7 | 47.7 | 50.3 | 51.5 | 52.1 | 51.1 | 51.0 | 49.7 | 49.8 |

For explanation of symbols, See page A.

EVE. SAT. AUG. 23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 17, 1980

| TIME | 7 00 | 7 15 | 7 30 | 7 45 | 8 00 | 8 15 | 8 30 | 8 45 | 9 00 | 9 15 | 9 30 | 9 45 | 10 00 | 10 15 | 10 30 | 10 45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY 1/4 HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY 1/4 HR. %
TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY 1/4 HR. %

W

E

E

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY 1/4 HR. %

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE %
 AVG. AUD. BY 1/4 HR. %
TV HOUSEHOLDS USING TV
(See Def 1)

WK. 1

WK. 2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

EVE. SUN. AUG. 24, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

| TIME | 11 00 | 11 15 | 11 30 | 11 45 | 12 00 | 12 15 | 12 30 | 11 30 | 11 45 | 12 00 | 12 15 | 12 30 | 12 45 | 1 00 | 1 15 | 1 30 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|

TOTAL AUDIENCE { 5,420
(Households (000) & %) { 7.1

ABC TV

AVERAGE AUDIENCE { 4,960
(Households (000) & %) { 6.5
SHARE OF AUDIENCE % 15
AVG. AUD. BY ¼ HR % 6.5

(OP)

TOTAL AUDIENCE { 6,790
(Households (000) & %) { 8.9

CBS TV

AVERAGE AUDIENCE { 6,410
(Households (000) & %) { 8.4
SHARE OF AUDIENCE % 18
AVG. AUD. BY ¼ HR % 8.4

(OP)

TOTAL AUDIENCE { 3,660
(Households (000) & %) { 4.8

NBC TV

AVERAGE AUDIENCE { 2,060
(Households (000) & %) { 2.7
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR % 3.1

NBC LATE NIGHT MOVIE
(11:30-1:34AM)(-OP)

(OP)

TOTAL AUDIENCE { 6,410
(Households (000) & %) { 8.4

ABC TV

AVERAGE AUDIENCE { 6,180
(Households (000) & %) { 8.1
SHARE OF AUDIENCE % 21
AVG. AUD. BY ¼ HR % 20.5

(1)
(SUS)
(OP)

ABC WEEKEND
REPORT SUN
(11:18 11:33PM)

7,020
9.2
ABC NEWS
NIGHTLINE M TH
(-OP)

6,180
9.1
24
8.5

7.2

TOTAL AUDIENCE { 7,630
(Households (000) & %) { 10.0

CBS TV

AVERAGE AUDIENCE { 6,870
(Households (000) & %) { 9.0
SHARE OF AUDIENCE % 18
AVG. AUD. BY ¼ HR % 9.0

CBS
SUNDAY
NEWS-
BRADLEY

6,940
9.1

3,590
4.7

LATE MOVIE I
(-OP)

LATE MOVIE II

4,350
5.7
19
6.4

6.2*
18*
6.1

5.4*
20*
5.3

2,900
3.8
21
3.7

3.8*
23*
3.9

TOTAL AUDIENCE { 3,510
(Households (000) & %) { 4.6

NBC TV

AVERAGE AUDIENCE { 1,680
(Households (000) & %) { 2.2
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR % 2.5

3.510
4.6

NBC LATE NIGHT MOVIE
(11:30-1:34AM)(-OP)

10,450
13.7

TONIGHT SHOW

2,900
3.8

TOMORROW SHOW
(M-TH)(-OP)(-OP)

5,720
7.5
26
9.2

8.8*
26*
8.4

7.4*
27*
6.7

5.7*
24*
5.5

2,290
3.0
21
3.6

3.3*
22*
3.0

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

| | | | | | | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 46.5 | 41.9 | 33.7 | 30.7 | 27.6 | 25.5 | 22.1 | 37.6 | 33.7 | 30.1 | 26.5 | 23.1 | 20.5 | 17.6 | 15.5 | 13.5 |
| 51.4 | 42.2 | 32.9 | 28.4 | 24.8 | 22.5 | 19.7 | 35.6 | 32.3 | 28.5 | 25.9 | 22.9 | 19.9 | 16.8 | 15.2 | 13.4 |

U.S. TV Households: 76,300,000
(1)ABC SUNDAY NIGHT MOVIE, ABC, (9:00-11:13PM)

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2

TV HOUSEHOLDS USING TV

(See Def. 1)

WK. 1

WK. 2

| | | | | | | | | | | | | | | | |
|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 6.3 | 8.0 | 9.3 | 11.0 | 13.2 | 15.2 | 16.6 | 18.1 | 19.5 | 20.7 | 21.0 | 21.6 | 22.0 | 22.9 | 23.2 | 23.8 |
| 8.3 | 8.0 | 9.5 | 11.2 | 12.7 | 14.1 | 15.9 | 17.1 | 18.3 | 19.5 | 20.1 | 20.9 | 21.2 | 21.7 | 22.1 | 22.9 |

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 18-22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON. FRI AUG 11-15, 1980

TIME 11 00 11 15 11 30 11 45 12 00 12 15 12 30 12 45 1 00 1 15 1 30 1 45 2 00 2 15 2 30 2 45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

W AVG. AUD. BY 1/4 HR. %

E TOTAL AUDIENCE

(Households (000) & %)

CBS TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

K AVG. AUD. BY 1/4 HR. %

1 TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

W AVG. AUD. BY 1/4 HR. %

E TOTAL AUDIENCE

(Households (000) & %)

E CBS TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

K AVG. AUD. BY 1/4 HR. %

2 TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV
(See Def 1)

WK. 1

WK. 2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 18-22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 11-15, 1980

| TIME | 3 00 | 3 15 | 3 30 | 3 45 | 4 00 | 4 15 | 4 30 | 4 45 | 5 00 | 5 15 | 5 30 | 5 45 | 6 00 | 6 15 | 6 30 | 6 45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
10,610
13.9GENERAL HOSPITAL
(SUS)(OP)4,270
5.8EDGE OF NIGHT
(TU-F)(S)(OP)

(SUS)(OP)

8,160
10.7ABC WORLD NEWS
TONIGHT
(SUS)(OP)6,710
8.8
21
9.5 9.0

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
7,400
9.7GUIDING LIGHT
(OP)4,350
5.7ONE DAY AT A
TIME—M-F
(M-F)(S)(OP)9,460
12.4CBS EVENING NEWS—
CROWKITE
(TU-F)(S)(OP)8,160
10.7
26
10.5 10.8

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
5,110
6.7

TEXAS

(S)(OP)

7,780
10.2

NBC NIGHTLY NEWS

6,710
8.8
21
8.8 8.8TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
10,910
14.3GENERAL HOSPITAL
(SUS)(OP)4,350
5.7

EDGE OF NIGHT

8,320
10.9ABC WORLD NEWS
TONIGHT7,400
9.7
22
9.5 9.9

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
7,250
9.5GUIDING LIGHT
(OP)

(S)(OP)

CBS EVENING NEWS—
CROWKITE9,380
12.3
28
12.2 12.3

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
4,680
6.4

TEXAS

8,850
11.6

NBC NIGHTLY NEWS

7,630
10.0
23
9.7 10.3TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

28.9

29.8

30.5

30.8

28.7

29.7

29.9

31.6

32.7

34.9

36.5

39.2

41.9

43.5

43.8

44.4

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

DAY MON.-FRI. AUG. 18-22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 16, 1980

| TIME | 7 00 | 7 15 | 7 30 | 7 45 | 8 00 | 8 15 | 8 30 | 8 45 | 9 00 | 9 15 | 9 30 | 9 45 | 10 00 | 10 15 | 10 30 | 10 45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

I

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV
(See Def 1)

U.S. TV Households 76,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 16, 1980

TIME 11 00 11 5 11 30 11 45 12 00 12 15 12 30 12 45 1 00 1 15 1 30 1 45 2 00 2 15 2 30 2 45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR %

I

5,260
8.3
SCOOBY AND
SCRAPPY DOO-2
(OP)

5,030
7.3
LAFF & LYMPICS
(OP)

4,810
6.3
ABC WEEKEND SP
IF I'M LOST, HOW
COME I FOUND YOU
PART I

5,190
5.9
AMERICAN BANDSTAND 80

5,420
7.1
ALL NEW POPEYE
HOUR 2
(OP)

4,960
6.5
NEW FAT ALBERT
SHOW
(OP)

4,270
5.6
SHAZAM
(OP)

2,900
3.6
TARZAN AND SUPER
SEVEN 1
(OP)

3,600
4.9
TARZAN AND SUPER
SEVEN 2
(OP)

4,430
5.8
RAZZMATAZZ

4,430
5.8
JETSONS
(OP)

5,340
7.0
JOHNNY QUEST
(OP)

4,960
8.5
GODZILLA

4,960
6.5
FLASH GORDON

4,350
5.7
5.7 5.8 5.2 6.0 5.6 5.7 5.4 5.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR %

2

6,330
8.3
SCOOBY AND
SCRAPPY DOO-2
(OP)

5,040
6.8
LAFF & LYMPICS
(OP)

3,970
5.2
ABC WEEKEND SP
IF I'M LOST, HOW
COME I FOUND YOU
PART II

5,420
7.1
AMERICAN BANDSTAND 80

5,490
7.2
ALL NEW POPEYE
HOUR 2
(OP)

4,430
5.8
NEW FAT ALBERT
SHOW
(OP)

3,360
4.4
SHAZAM
(OP)

3,430
4.5
TARZAN AND SUPER
SEVEN 1
(OP)

6,100
8.0
TARZAN AND SUPER
SEVEN 2
(OP)

3,430
4.5
RAZZMATAZZ

4,730
6.2
JETSONS
(OP)

4,960
6.5
JOHNNY QUEST
(OP)

4,270
5.6
GODZILLA

5,190
6.8
FLASH GORDON

3,430
4.5
4.9 4.1 5.3 3.5

3,970
5.2
3,890
5.1
3,820
5.0
3,050
4.0

3,430
4.5
4.1 4.7 4.0 4.3 3.9 4.2 3.4 3.5

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households, 76,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 16, 1980

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9,380
12.3

ABC WIDE WORLD SPORTS SAT

4,580
6.0
175.9*
18*

5.5

5.8*
17*

6.4

6.3*
17*

6.1

7,480
9.8CBS SAT NEWS-
SCHIEFFER3,430
4.5

WESTCHESTER CLASSIC-SAT

5,040
6.6CBS SPORTS SPECIAL
TRAVERS STAKES6,100
8.0
20

7.7

8.2

1,910
2.52.5*
8*

2.4

2.5*
8*

2.8

3.1*
10*

3.4

4.2

4.3*
14*

4.3

6,100
8.0
20

7.7

8.2

7,480
9.814,040
18.4(1)
(-OP)NBC MAJOR LEAGUE BASEBALL
CINCINNATI VS LOS ANGELES &
ATLANTA VS SAN FRANCISCO
(4:20-8:53PM)(SBS)(OP)6,580
8.6
297,020
9.2
299.1*
30*

9.2

9.1

9.1*
30*

9.0

9.3

9.2*
29*

9.3

9.4*
28*

9.5

9.3

9.3*

25*

9.2

3,260
4.9

COLLEGE FOOTBALL 1980

3,740
4.9
154.0*
13*

4.1

4.3*
14*

4.5

6.2

6.4*
18*

6.6

3,050
4.0
144.3*
15*

4.0

3.9

3.8*
13*

3.7

4,430
5.8

4.1

4.5

6.2

6.4*
18*

6.6

4,120
5.4

WORLD SERIES OF GOLF-SAT

4,430
5.8

CBS SPORTS SPECTACULAR

6,870
9.0CBS SAT NEWS-
SCHIEFFER2,590
3.4
123.3*
13*

3.3

3.3*
12*

3.4

3.8

3.7*
13*

3.6

2,590
3.4
113.1*
11*

3.3

9.7

3.7*
12*

3.7

5,420
7.1
19

6.7

7.6

6,870
9.016,250
21.3(2)
(-OP)NBC MAJOR LEAGUE BASEBALL
NEW YORK YANKEES VS CALIFORNIA ANGELS &
BALTIMORE VS OAKLAND
(4:21-7:40PM)5,800
7.6
286,940
9.1
288.7*
30*

9.1

8.7*
30*

9.9

9.5

9.2

8.9*
30*

8.7

7.7

7.7

8.6

9.1*

26*

9.7

7.4

8.3

8.4

9.1

30.3

31.2

32.2

32.8

32.7

34.5

36.9

37.6

39.5

37.7

39.2

40.5

39.2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

28.4
24.629.1
25.029.1
25.629.5
26.929.7
27.329.8
28.430.3
29.231.2
29.732.2
29.532.8
29.932.7
31.034.5
32.236.9
34.837.6
35.939.5
37.740.5
39.2

U.S. TV Households 76,300,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (4:00-4:20PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (4:00-4:21PM)

For explanation of symbols, See page A
DAY SAT. AUG. 23, 1980

| TIME | 7 00 | 7 15 | 7 30 | 7 45 | 8 00 | 8 15 | 8 30 | 8 45 | 9 00 | 9 15 | 9 30 | 9 45 | 10 00 | 10 15 | 10 30 | 10 45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE

(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

I

1,910
2 5
KIDS ARE PEOPLE KIDS ARE PEOPLE
TOO ! TOO !
(SUS) (SUS)

.600
2 1
12
2 0 2 2

3,280

4 3

SUNDAY MORNING

FOR OUR TIMES

(SUS)

SKATEBIRDS
(OP)JASON OF STAR
COMMAND
(OP)

2,140

2 8

20

2 2

2.5*

21 *

2.7

3.2*

22 *

3.2

2.7*

16 *

2.6

I

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2

1,830
2 4
14
2.4 2.4

3,890

3.1

SUNDAY MORNING

FOR OUR TIMES

(SUS)

610

.8

SKATEBIRDS
(OP)

920

1.2

JASON OF STAR
COMMAND
(OP)

530

.7

12

.7

760

1.0

10

.9

1.2

2,210

2.9

19

2.5

2.7*

21 *

2.9

3.1*

21 *

3.0

3.1

3.1

3.0

3.0*

17 *

3.0

TV HOUSEHOLDS USING TV WK 1
(See Def 1) WK 2

2.8

3.3

3.1

3.8

3.7

4.5

4.5

4.9

5.7

6.0

7.2

7.2

8.8

9.2

10.0

11.2

12.0

13.5

13.6

15.2

14.6

15.4

15.7

16.5

16.6

17.3

17.9

18.3

17.9

18.3

18.4

18.4

For explanation of symbols See page A

DAY SUN. AUG. 24, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 17, 1980

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,750
3.6KIDS ARE PEOPLE
TOO!!!
(OP)2,140
2.8ANIMALS, ANIMALS
(OP)3,280
4.3ISSUES AND
ANSWERSDIRECTIONS
(SUS)10,680
14.0ABC SUNDAY AFTERNOON SSBL
PITTSBURGH VS PITTSBURGH
NEW YORK YANKEES VS BALTIMORE
(2:00-4:00PM)

4,040

5.3

16

3.7

3.9*

13*

4.0

4.9*

15*

5.0

4.8

W

E

E

K

I

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

3,130
4.1

FACE THE NATION

2,590
3.4

17

3.2

3.5

15,180
19.9NFL PRE SEASON FOOTBALL-CBS
NEW ORLEANS VS HOUSTON
(1:00-4:00PM)6,790
8.9

29

6.3

6.9*

28*

7.6

8.8*

32*

8.5

9.2

9.2

10.0

9.6*

32*

8.9

9.0*

28*

9.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

4,120
5.4

MEET THE PRESS

RELIGIOUS SERIES

(SUS)

3,430
4.5

21

4.4

4.7

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,140
2.8KIDS ARE PEOPLE
TOO!!!
(OP)2,890
2.9ANIMALS, ANIMALS
(OP)2,820
3.7ISSUES AND
ANSWERS16,180
21.2NFL PRE SEASON FOOTBALL ABC
PHILADELPHIA VS NEW ENGLAND
(12:30-3:00PM)1,830
2.4

13

2.5

2.3

1.9

2.0

2.8

3.2

5.3

7.1

8.1

8.8

8.7

8.9

9.0

8.7

9.9

10.5

10.2*

35*

10.5

8.5*

34*

6.2*

28*

8.2

34

8.2

34

7.020

34

7.6

7.6

5,800

7.6

4,040

5.3

8.8*

33*

8.8*

33*

9.0

8.7

9.9

10.5

10.2*

35*

10.5

10.5

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

3,200
4.2

FACE THE NATION

2,440
3.2

16

3.3

3.2

3,200
4.2

3.8*

4.2

16

3.7

7.6

3.8*

3.8

3.8

4.7

4.7

4.7

4.7

1,530

2.0

2.3*

7*

2.1*

7*

2.2

2.2

2.1

2.1

2.2

2.2

2.1

2.1

2.2

2.2

2.1

2.1

2.2

2.2

2.1

2.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,900
3.8

MEET THE PRESS

RELIGIOUS SERIES

(SUS)

2,520
3.3

15

3.4

3.1

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 219.0
18.419.4
19.619.7
21.221.2
21.321.6
21.222.1
22.123.1
23.123.7
24.824.2
25.825.8
27.227.4
28.329.4
28.629.9
28.531.7
29.132.8
29.333.6
30.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 24, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 17, 1980

TIME 3 00 3 15 3 30 3 45 4 00 4 15 4 30 4 45 5 00 5 15 5 30 5 45 6 00 6 15 6 30 6 45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE

(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

K

I

TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

ABC SUNDAY AFTERNOON B5BL

NEW YORK YANKEES VS BAL. MORE
(6:05-6:20 PM)

ABC SUNDAY NEWS

TODAY'S SUN.

NFL PRE SEASON FTBL CBS

NEW ORLEANS VS HOUSTON
(10:10-10:30 PM)

WESTCHESTER CLASSIC SUN

(4:10-5:00 PM)

CBS EVENING NEWS-

DEAN

SPORTSWORLD

NBC NIGHTLY NEWS-

SUN

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE

(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

K

2

TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

NFL PRE SEASON FTBL-ABC

PHILADELPHIA VS
NEW ENGLAND (-OP)
(12:30-1:30 PM)

ABC SUNDAY AFTERNOON B5BL

BALTIMORE VS OAKLAND
LOS ANGELES VS NEW YORK METS
(3:50-5:12 PM) (-OP)(1)
(-OP)

ABC SUNDAY NEWS

TODAY'S SUN.

ATP PRO TENNIS CHAMP

(2:00-3:50 PM)

(BUS)(OP)

WORLD SERIES OF GOLF-SUN

CBS EVENING NEWS-

DEAN

SPORTSWORLD

NBC NIGHTLY NEWS

SUN.

| TV HOUSEHOLDS USING TV | WK. 1 | 33.6 | 33.2 | 34.0 | 34.8 | 34.7 | 34.4 | 34.5 | 35.2 | 35.9 | 37.1 | 37.2 | 38.0 | 39.4 | 39.9 | 40.3 | 41.1 |
|------------------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| (See Def. 1) | WK. 2 | 31.4 | 31.8 | 32.3 | 32.8 | 32.5 | 32.0 | 33.5 | 33.6 | 33.9 | 35.0 | 35.1 | 36.1 | 38.5 | 39.9 | 39.5 | 40.3 |

U.S. TV Households 76,300,000

(1) ABC SUN AFTERNOON B5BL(B), LOS ANGELES VS NEW YORK METS, ABC, (6:12-6:42 PM)

For explanation of symbols, See page A.

DAY SUN. AUG. 24, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 | | | | | | WEEK 2 | | | | | | | |
|--|---------|------------------|---|---------------------|------|---------------------|------------|---------------------|--|-----------------------|----------------|---------------------|------------------|----|-----|------------------------|-----------------------|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD BY A.M. | FILE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD BY A.M. | FILE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | SHARE % | HOUSEHOLDS (000) | | | % | HOUSEHOLDS (000) | SHARE % | | | | |
| EVENING MONDAY ABC ABC WORLD NEWS TONIGHT | 1 | | -GRID 7:00 7:15 | 8,160 | 10.7 | 6,710 | 8.8 | 21 | 6.8 6.1 | | | | | | | | |
| ABC 20/20-MON(S) | 1 | 8.30- 9.34PM | -GRID 9.30 | 12,360 | 16.2 | 6,010 | 10.5 | 20 | 10.5 | | | | | | | | |
| ABC DEMOC. CONV. MON 9.34PM(S) | 1 | 9.34-11.45PM | -GRID 11.00 11.15 11.30 | 17,010 | 22.3 | 6,710 | 8.8 | 17 | 8.4 7.6 8.7 | | | | | | | | |
| NBC DECIS'80 DEM CON-MON-700P(S) | 1 | 7.00-12.01AM | -GRID 11.00 11.15 11.30 11.45 12.00 | 22,740 | 29.8 | 6,940 | 9.1 | 19 | 9.2 8.9 8.5 7.1 8.7 | | | | | | | | |
| EVENING TUESDAY ABC 20/20-TUE-1(S) | 1 | 8.00- 8.27PM | -GRID 8.15 | 9,310 | 12.2 | 7,630 | 10.0 | 24 | 10.3 | | | | | | | | |
| ABC DEMOC. CONV. TUE 8.27PM(S) | 1 | 8.27- 9.49PM | -GRID | 11,900 | 15.6 | 6,490 | 8.5 | 17 | | | | | | | | | |
| ABC 20/20-TUE-2(S) | 1 | 9.49-10.22PM | -GRID 10.15 | 9,230 | 12.1 | 7,100 | 9.3 | 18 | 8.2 9.7 | | | | | | | | |
| ABC DEMOC. CONV. TUE 10.22PM(S) | 1 | 10.22-11.12PM | -GRID 11.00 | 9,770 | 12.8 | 5,800 | 7.6 | 15 | 7.9 | | | | | | | | |
| CBS CAMPAIGN '80-TUE-7.30PM(S) | 1 | 7.30-11.34PM | -GRID 11.00 11.15 11.30 | 19,150 | 25.1 | 6,030 | 7.9 | 17 | 7.0 6.3 6.7 | | | | | | | | |
| NBC DECIS'80 DEM CON-TU-11PM(SUS) | 1 | 11.00-11.30PM | 11.00 | | | | | | | | | | | | | | |
| EVENING WEDNESDAY ABC 20/20-WED(S) | 1 | 8.00- 9.14PM | -GRID 9.00 | 12,670 | 16.6 | 7,710 | 10.1 | 22 | 9.3 | | | | | | | | |
| ABC DEMOC. CONV. WED 10.56PM(SUS) | 1 | 10.56-11.01PM | 10.45 | | | | | | | | | | | | | | |
| CBS CAMPAIGN '80-WED-8.00PM(S) | 1 | 8.00- 1.00AM | -GRID 11.00 11.15 11.30 11.45 12.00 12.15 12.30 12.45 | 22,430 | 29.4 | 6,790 | 8.9 | 20 | 9.8 8.6 8.9 9.2 9.6 7.3 5.5 4.9 | | | | | | | | |
| CBS 'ED CLARK' FOR PRESIDENT(S) | 2 | 9.54-10.00PM | 9.45 | | | | | | | | | | | | | | |
| NBC DECIS'80 DEM CON-WED-730P(S) CONT'D | 1 | 7.30- 1.00AM | -GRID | 21,900 | 28.7 | 6,710 | 8.8 | 20 | | | | | | | | | |
| | | | | | | | | | | 6,870 | 9.0 | 5,040 | 6.6 | 12 | 6.6 | | |

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | | |
|--|---------|------------------|-----------------|---------------------|--------------|---------------------|-------------|--------------|-----------------------|-----------------------|---------------------|---|------------------|---------------------|---|-----------------------|-----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVE AUD BY % HR | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVE AUD BY % HR | TELE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | HOUSEHOLDS (000) | % | | |
| EVENING WEDNESDAY-CONTD | | | | | | | | | | | | | | | | | |
| NBC DECIS'80 DEM CON-WED-730P(S)-CONTD | | | | | | | | | | | | | | | | | |
| | | | 11.00 | | | | | | 9.7 | | | | | | | | |
| | | | 11.15 | | | | | 9.1* 19* | 8.5 | | | | | | | | |
| | | | 11.30 | | | | | | 8.6 | | | | | | | | |
| | | | 11.45 | | | | | 9.1* 22* | 9.3 | | | | | | | | |
| | | | 12.00 | | | | | | 10.2 | | | | | | | | |
| | | | 12.15 | | | | | 9.7* 27* | 9.3 | | | | | | | | |
| | | | 12.30 | | | | | | 7.7 | | | | | | | | |
| | | | 12.45 | | | | | 8.7* 24* | 5.8 | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| ABC DEMOC. CONV. THUR 9.00(S) | | | | 1 | 9.00-11.51PM | -GRID | 15,720 20.6 | 7,020 9.2 18 | | | | | | | | | |
| | | | 11.00 | | | | | | 10.3 | | | | | | | | |
| | | | 11.15 | | | | | 10.1* 20* | 9.8 | | | | | | | | |
| | | | 11.30 | | | | | | 10.0 | | | | | | | | |
| | | | 11.45 | | | | | 9.8* 21* | 8.6 | | | | | | | | |
| CBS CAMPAIGN '80-THU-8.00PM(S) | | | | 1 | 8.00-12.36AM | -GRID | 20,370 26.7 | 7,100 9.3 20 | | | | | | | | | |
| | | | 11.00 | | | | | | 10.2 | | | | | | | | |
| | | | 11.15 | | | | | 10.2* 20* | 10.2 | | | | | | | | |
| | | | 11.30 | | | | | | 10.4 | | | | | | | | |
| | | | 11.45 | | | | | 9.7* 22* | 9.0 | | | | | | | | |

| | | | | | | | | | | | | | | |
|----------------------------------|---|---------------|-------|--------|------|--------|------|------|--|--------|------|--------|------|----|
| | | | 12.00 | | | | | 7.4 | | | | | | |
| | | | 12.15 | | | | | 6.6 | | | | | | |
| | | | 12.30 | | | | | 5.6 | | | | | | |
| NBC DECIS'80 DEM CON-THU-730P(S) | | | | | | | | | | | | | | |
| | 1 | 7.30-12.22AM | -GRID | 21,290 | 27.9 | 7,400 | 9.7 | 21 | | | | | | |
| | | | 11.00 | | | | | 13.2 | | | | | | |
| | | | 11.15 | | | 13.0* | 26* | 12.8 | | | | | | |
| | | | 11.30 | | | | | 12.7 | | | | | | |
| | | | 11.45 | | | 11.3* | 25* | 9.9 | | | | | | |
| | | | 12.00 | | | | | 8.8 | | | | | | |
| | | | 12.15 | | | 8.2* | 23* | 7.0 | | | | | | |
| EVENING FRIDAY | | | | | | | | | | | | | | |
| ABC NFL PRE-SEASON FTBL-ABC(S) | | | | | | | | | | | | | | |
| | 1 | 9.00-12.02AM | -GRID | 17,630 | 23.1 | 8,320 | 10.9 | 23 | | | | | | |
| | | | 11.00 | | | | | 10.6 | | | | | | |
| | | | 11.15 | | | 10.6* | 23* | 10.6 | | | | | | |
| | | | 11.30 | | | | | 10.5 | | | | | | |
| | | | 11.45 | | | 10.3* | 27* | 10.1 | | | | | | |
| | | | 12.00 | | | | | 9.8 | | | | | | |
| CBS NEWSBREAK-M-F | | | | | | | | | | | | | | |
| | 1 | 8.58- 8.59PM | 8.45 | 10,150 | 13.3 | 10,150 | 13.3 | 29 | | | | | | |
| NBC NBC NEWS UPDATE-M-F | | | | | | | | | | | | | | |
| | 1 | 8.58- 8.59PM | 8.45 | 7,480 | 9.8 | 7,480 | 9.8 | 22 | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SAT. | | | | | | | | | | | | | | |
| | | 9.58- 9.59PM | 9.45 | 12,820 | 16.8 | 12,820 | 16.8 | 33 | | 11,830 | 15.5 | 11,830 | 15.5 | 30 |
| ABC ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | |
| | | 11.00-11.15PM | 11.00 | 6,710 | 8.8 | 6,490 | 8.5 | 19 | | 5,800 | 7.6 | 5,570 | 7.3 | 16 |
| CBS NEWSBREAK-SAT. | | | | | | | | | | | | | | |
| | | 8.58- 8.59PM | 8.45 | 8,850 | 11.6 | 8,850 | 11.6 | 25 | | 9,770 | 12.8 | 9,770 | 12.8 | 28 |
| CBS ED CLARK FOR PRESIDENT(S) | | | | | | | | | | | | | | |
| | 1 | 10.54-11.00PM | 10.45 | 9,000 | 11.8 | 7,550 | 9.9 | 20 | | | | | | |
| NBC NBC NEWS UPDATE-SAT. | | | | | | | | | | | | | | |
| | 1 | 8.57- 8.58PM | 8.45 | 6,260 | 8.2 | 6,260 | 8.2 | 18 | | | | | | |
| CONTD | | | | | | | | | | | | | | |

OTHER PROGRAMS

[illegible]

| PROGRAM | TIME | 8.45 | 10.8 | 10.8 | 20 | 10.8 | 14,800 | 19.4 | 14,800 | 19.4 | 36 | 19.4 |
|------------------------------------|-----------------|-------|--------|------|--------|------|--------|------|--------|------|-----|-------|
| EVENTING SUNDAY | 8.58-8.59PM | 8.45 | 8,240 | 10.8 | 8,240 | 10.8 | 14,800 | 19.4 | 14,800 | 19.4 | 36 | 19.4 |
| ABC ABC NEWSBRIEF-SUN. | 1 10.55-11.00PM | 10.45 | | | | | | | | | | |
| ABC MOVIE FILL-1(SUS) | 2 11.13-11.18PM | 11.00 | | | | | 10,680 | 14.0 | 10,680 | 14.0 | 26 | 14.0 |
| ABC MOVIE FILL-2(SUS) | 2 8.37-8.38PM | 8.30 | 10,300 | 13.5 | 10,300 | 13.5 | | | | | | |
| CBS NEWSBREAK-SUN. | 1 8.58-8.59PM | 8.45 | 11,900 | 15.6 | 11,900 | 15.6 | 8,320 | 10.9 | 8,320 | 10.9 | 20 | 10.9 |
| NBC NBC NEWS UPDATE-SUN. | 1 8.58-8.59PM | 8.45 | | | | | 3,510 | 4.6 | 1,680 | 2.2 | 10 | |
| | 2 9.05-9.06PM | 9.00 | | | | | | | | 2.0* | 11* | 1.8 |
| NBC NBC LATE NIGHT MOVIE | 11.30-1.34AM | 12.45 | 3,660 | 4.8 | 2,060 | 2.7 | | | | 1.8* | 13* | 1.7 |
| | | 1.00 | | | | 2.3* | | | | | | 1.8 |
| | | 1.15 | | | | 2.2* | | | | | | 1.6 |
| | | 1.30 | | | | 2.3 | | | | | | |
| EVENTING MONDAY-FRIDAY | | 8.45 | 7,400 | 9.7 | 7,250 | 9.5 | 10,760 | 14.1 | 10,760 | 14.1 | 26 | 12.6 |
| ABC ABC NEWSBRIEF-M-F | | 9.00 | | | | 9.8 | | | | | | M-F |
| | | 9.30 | | | | 9.5 | | | | | | |
| | | 9.45 | | | | 9.7 | | | | | | 15.1 |
| | | 10.15 | | | | | | | | | | TU-TH |
| ABC DEMOC. CONV. TUE. 11.12PM(SUS) | 1 11.12-11.18PM | 11.00 | | | | | | | | | | |
| ABC DEMOC. CONV. WED 11.31PM(S) | 1 11.31-12.41AM | 11.30 | 7,480 | 9.8 | 3,820 | 5.0 | | | | | | |
| | | 11.45 | | | | 6.0* | | | | | | |
| | | 12.00 | | | | | | | | | | |
| | | 12.15 | | | | 4.6* | | | | | | |
| | | 12.30 | | | | 13* | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | WEEK 2 | | | | | | | | | |
|---|---------|------------------|---|---------------------|-----|---------------------|-----|------------|---|----------------------|---------------------|------|------------------|----------------------------|-----------|--|----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG AUD BY % HR | TELE CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG AUD BY % HR | TELE CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | HOUSEHOLDS (000) | % | | |
| EVENING MONDAY FRIDAY-CONT'D ABC FRIDAYS | 2 | 11.30-12.42AM | 11.30 11.45 12.00 12.15 12.30 | | | | | | | | 8,850 | 11.8 | 5,490 | 7.2 7.7* 7.2 7.0* | 21 21* | 7.8 FRI 7.7 FRI 7.2 FRI 6.8 FRI 6.4 FRI | |
| ABC ABC NEWS/NIGHTLINE M-TH | 1 | > | 11.45 12.00 12.15 12.30 12.45 1.00 | 4,500 | 5.9 | 3,890 | 5.1 | 20 | 6.9 M & TH 6.6 M & TU 5.0 M & TU 4.7 M & TH 4.2 M & TH 3.6 THU | | | | | | | | |
| ABC BARNEY MILLER-11.30 | 2 | 11.50-12.25AM | 11.45 12.00 12.15 | | | | | | | | 5,420 | 7.1 | 4,270 | 5.6 5.6* 5.7 | 20 21* | 5.6 MON. 5.6 MON. 5.7 MON. | |
| ABC CHARLIE'S ANGELS-11.30 | 2 | 11.52- 1.00AM | 11.45 12.00 12.15 12.30 12.45 | | | | | | | | 5,880 | 7.7 | 4,040 | 5.3 5.4* 5.5 5.3* | 22 21* | 4.6 THU. 5.3 THU. 5.5 THU. 5.5 THU. 5.2 THU. | |
| ABC DEMOC. CONV. THU 11.51PM(SUS) | 1 | 11.51-12.13AM | 11.45 | | | | | | | THU. | | | | | | | |

| | | | | | | | | | | | | | | | |
|-----------------------------------|---|---------------|--|-------|-----|-------|-----|----|--|-------|-----|-------|-----|----|--|
| ABC LOVE BOAT-11.30 | 2 | 11.50-12.59AM | 11.45 12.00 12.15 12.30 12.45 | | | | | | | 8,380 | 8.6 | 4,350 | 5.7 | 23 | 5.4 WED 5.6 WED 5.6 WED. 6.0 WED 5.6 WED |
| ABC SOAP-11.30 | 2 | 11.51-12.59AM | 11.45 12.00 12.15 12.30 12.45 | | | | | | | 5,420 | 7.1 | 3,740 | 4.9 | 21 | 4.8 TUE. 5.1 TUE. 5.3 TUE. 4.9 TUE. 4.1 TUE. |
| ABC PRE SEASON FOOTBALL FILL(SUS) | 1 | 12.02-12.17AM | 12.00 | | | | | | | | | | | | |
| ABC TUESDAY MOVIE OF THE WEEK | 1 | 12.11- 1.47AM | 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45 | 5,650 | 7.4 | 2,590 | 3.4 | 17 | 4.9 TUE. 3.8 TUE. 3.7 TUE. 3.9 TUE. 3.0 TUE. 2.6 TUE. 2.8 TUE. 2.6 TUE. | | | | | | |
| ABC BARNEY MILLER-12.25 | 2 | 12.25-12.43AM | 12.15 12.30 | | | | | | | 3,430 | 4.5 | 3,280 | 4.3 | 19 | 4.6 MON 4.2 MON. |
| ABC DEMOC. CONV. WED 12.41AM(SUS) | 1 | 12.41- 1.01AM | 12.30 | | | | | | | 4,120 | 5.4 | 3,280 | 4.3 | 29 | 3.7 WED. 4.2 WED. 4.4 WED. 4.3 WED. |
| ABC BARETTA-WED. | 2 | 12.59- 1.42AM | 12.45 1.00 1.15 1.30 | | | | | | | | | | | | 4.1 THU. |
| ABC BARETTA-THU CONT'D | 2 | 1.00- 1.48AM | 1.00 | | | | | | | 3,660 | 4.8 | 2,820 | 3.7 | 24 | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 | | | | | TELE- CAST DAYS | WEEK 2 | | | | | TELE- CAST DAYS |
|------------------------------|---------|------------------|-----------------|---------------------|-----|---------------------|------|-----------------------|-----------------------|----------------|------------------|---------------------|-----------------------|-------------|-----------------------|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUDBY % HR | | TOTAL AUDIENCE | AVERAGE AUDIENCE | | AVG. AUDBY % HR | | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | | | | % | HOUSEHOLDS (000) | | % | |
| EVENING MONDAY-FRIDAY-CONT'D | | | 1.15 | | | | | | | | | | | 3.9* 25* | 3.7 THU. |
| ABC BARETTA-THU-CONT'D | | | 1.30 | | | | | | | | | | | 3.5 THU. | |
| | | | 1.45 | | | | | | | | | | | 3.3 THU. | |
| CBS NEWSBREAK-M-F | 2 | > | 8.45 | | | | | | | | 8,550 11.2 | 8,550 11.2 | 22 | 11.2 M-F | |
| CBS LATE MOVIE I | 1 | > | 11.30 | 5,340 | 7.0 | 3,280 | 4.3 | 3.8 | 6.2 MTUF | | 6,940 9.1 | 4,350 5.7 | 19 | | M-F |
| | 2 | > | 11.45 | | | | 5.8* | 17* | 5.4 FRI. | | | | | | |
| | | | 12.00 | | | | 4.7 | TU & F | 4.7 TU & F | | | | | | |
| | | | 12.15 | | | | 4.6* | 16* | 4.4 TU & F | | | | | | |
| | | | 12.30 | | | | 4.3 | MTUF | 4.3 MTUF | | | | | 4.9 M-F | |
| | | | 12.45 | | | | 3.9* | 18* | 3.8 MTUF | | | | | | |
| | | | 1.00 | | | | 3.5 | M & TU | 3.5 M & TU | | | | | | |
| | | | 1.15 | | | | 3.7* | 24* | 3.7 M & TU | | | | | | |
| | | | 1.30 | | | | | 3.7 MON. | 3.7 MON. | | | | | | |
| CBS LATE MOVIE II | 1 | 12.43- 1.26AM | 12.30 | 4,120 | 5.4 | 3,360 | 4.4 | 2.1 | 4.8 FRI. | | | | | | |
| | | | 12.45 | | | | | | 4.8 FRI. | | | | | | |
| | | | 1.00 | | | | | | 4.5 FRI. | | | | | | |
| | | | 1.15 | | | | 4.3* | 23* | 4.0 FRI. | | | | | | |
| NBC NEWS UPDATE-M-F | 2 | > | 8.45 | | | | | | | | 9,000 11.8 | 8,770 11.5 | 22 | 11.5 M-F | |
| | | | 9.00 | | | | | | | | | | | 11.1 M & TH | |

| | | | | | | | | | | | | | | | |
|----------------------------------|---|---------------|--------------|-------|------|-------|-----|----|------------|-----------|--|-------|--------|----------|------|
| NBC DECIS'80 DEM CON-TU-1130P(S) | 1 | 11.30-12.00MD | 9.15 | 7,630 | 10.0 | 5,950 | 7.8 | 21 | 7.9 TUE. | | | | | | |
| | | | 11.30 | | | | | | 7.7 TUE. | | | | | | |
| | | | 11.45 | | | | | | 7.5 TU & F | | | | | | |
| NBC TONIGHT SHOW | 1 | | 11.30 | 8,770 | 11.5 | 5,040 | 6.6 | 25 | 6.8 FRI. | | | | | | |
| | | | 11.45 | | | | | | 7.1 TU & F | | | | | | |
| | | | 12.00 | | | | | | 6.6 TU & F | | | | | | |
| | | | 12.15 | | | | | | 6.4 TU & F | | | | | | |
| | | | 12.30 | | | | | | 6.2 TU & F | | | | | | |
| | | | 12.45 | | | | | | 5.8 TUE. | | | | | | |
| | | | 1.00 | | | | | | 5.0 TUE. | | | | | | |
| | | | 1.15 | | | | | | 4.7 M-TH | | | | | | |
| NBC TOMORROW SHOW | 1 | | 12.30 | 3,510 | 4.6 | 2,520 | 3.3 | 20 | 4.3 M & TH | | | | | | |
| | | | 12.45 | | | | | | 3.8 M & TH | | | | | | |
| | | | 1.00 | | | | | | 3.6 M & TH | | | | | | |
| | | | 1.15 | | | | | | 3.1 TU-TH | | | | | | |
| | | | 1.30 | | | | | | 2.8 TU-TH | | | | | | |
| | | | 1.45 | | | | | | 2.4 TU & W | | | | | | |
| | | | 2.00 | | | | | | 2.2 TU & W | | | | | | |
| | | | 2.15 | | | | | | 3.7 FRI. | 5,720 7.5 | | 3,130 | 4.1 25 | 4.6 FRI. | |
| | | | 1.00- 2.30AM | 4,730 | 6.2 | 2,670 | 3.5 | 22 | 3.7 FRI. | | | | | 4.7 FRI. | |
| | | | 1.15 | | | | | | 3.7 FRI. | | | | | 4.8 FRI. | |
| NBC MIDNIGHT SPECIAL | | | 1.30 | | | | | | 3.7 FRI. | | | | | 4.3* 27* | |
| | | | 1.45 | | | | | | 3.5 FRI. | | | | | 3.5 FRI. | |
| | | | 2.00 | | | | | | 3.3 FRI. | | | | | 3.1 FRI. | |
| | | | 2.15 | | | | | | 3.0 FRI. | | | | | 3.3* 25* | |
| | | | 2.30 | | | | | | | | | | | 3.0 21 | |
| NBC TOMORROW SHOW | 2 | | 1.45 | | | | | | | 2,900 3.8 | | 2,290 | 3.0 21 | 2.7* 24* | M-TH |

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 | | | | | | WEEK 2 | | | | | |
|----------------------------------|---------|------------------|-----------------|---------------------|-----|---------------------|-----|------------|-----------------------|---------------------|------|---------------------|------|------------|-----------------------|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | TELE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | |
| ABC ABC SPECIAL REPORT-1(SUS) | 2 | 10.04-10.39AM | 10.00 | | | | | | | | | | | | THU. |
| ABC ABC SPECIAL REPORT-2(SUS) | 2 | 12.26-12.44PM | 12.15 | | | | | | | | | | | | THU. |
| ABC FYI-12.58-MON-FRI(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | | | | | | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 7,400 | 9.7 | 7,100 | 9.3 | 31 | 9.3 | 7,630 | 10.0 | 7,400 | 9.7 | 33 | 9.7 |
| ABC ED CLARK FOR PRES. COMM(S) | 2 | 2.54- 3.00PM | 2.45 | | | | | | | 8,930 | 11.7 | 8,160 | 10.7 | 33 | 10.7 |
| ABC FYI-2.58-MON-FRI(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | | | | | | M-F |
| ABC FYI-3.58-MON-FRI(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | | | | | | M-F |
| ABC DEMOC. CONV. MON 4.00PM(S) | 1 | 4.00- 4.30PM | 4.00 | 5,650 | 7.4 | 4,200 | 5.5 | 19 | 6.3 | | | | | | MON. |
| | | | 4.15 | | | | | | 4.6 | | | | | | MON. |
| ABC ABC SPECIAL REPORT(SUS) | 1 | 5.00- 5.10PM | 5.00 | | | | | | | | | | | | MON. |
| ABC DEMOC. CONV. MON 6.30PM(SUS) | 1 | 6.30- 6.52PM | 6.30 | | | | | | | | | | | | MON. |
| CBS SUMMER SEMESTER(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | | | | | M-F |
| CBS SUMMER SEMESTER MWF(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | | | | | M-F |
| CBS CARTER'S ARRIVAL(SUS) | 1 | 9.29- 9.50AM | 9.15 | | | | | | | | | | | | WED. |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 5,950 | 7.8 | 5,650 | 7.4 | 27 | 7.4 | 4,880 | 6.4 | 4,810 | 6.3 | 25 | 6.3 |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 4,580 | 6.0 | 4,430 | 5.8 | 19 | 5.8 | 4,810 | 6.3 | 4,500 | 5.9 | 19 | 5.9 |
| CBS CAMPAIGN '80-TUE-4.00PM(S) | 1 | 4.00- 4.30PM | 4.00 | 3,200 | 4.2 | 2,520 | 3.3 | 12 | 3.3 | | | | | | TUE. |

| | | | | | | | | | | | | | | | | |
|--------------------------------|---|--------------|--|--------|------|-------|-------------|-----------|--|--|-------|-----|-------|-----|----|----------------------|
| CBS DEM CONVENTION OPENING(S) | 1 | 4.00- 4.30PM | 4.15 4.00 4.15 | 4,430 | 5.8 | 3,050 | 4.0 | 14 | 3.2 TUE. 4.4 MON. 3.7 MON. | | | | | | | |
| CBS JOEY AND REDHAWK PT I(S) | 2 | 4.00- 4.30PM | 4.00 4.15 | | | | | | | | 6,030 | 7.9 | 4,650 | 6.1 | 20 | 5.7 MON. 6.4 MON. |
| CBS JOEY AND REDHAWK PT II(S) | 2 | 4.00- 4.30PM | 4.00 4.15 | | | | | | | | 4,650 | 6.1 | 4,040 | 5.3 | 18 | 5.0 TUE. 5.6 TUE. |
| CBS JOEY AND REDHAWK PT III(S) | 2 | 4.00- 4.30PM | 4.00 4.15 | | | | | | | | 4,730 | 6.2 | 3,970 | 5.2 | 18 | 4.9 WED. 5.6 WED. |
| CBS JOEY AND REDHAWK PT IV(S) | 2 | 4.00- 4.30PM | 4.00 4.15 | | | | | | | | 3,740 | 4.9 | 3,280 | 4.3 | 16 | 4.1 THU. 4.5 THU. |
| CBS JOEY AND REDHAWK PT V(S) | 2 | 4.00- 4.30PM | 4.00 4.15 | | | | | | | | 4,730 | 6.2 | 3,970 | 5.2 | 19 | 5.2 FRI. 5.2 FRI. |
| CBS CAMPAIGN '80-MON-6.30PM(S) | 1 | 6.30-12.00MD | 6.30 6.45 7.00 7.15 7.30 7.45 8.00 8.15 8.30 8.45 9.00 9.15 9.30 9.45 | 25,940 | 34.0 | 6,940 | 9.1 9.7* | 19 23* | 9.7 MON. 9.7 MON. 9.0 MON. 8.9 MON. 9.5 MON. 10.0 MON. 10.5 MON. 9.4 MON. 8.6 MON. 9.2 MON. 9.9 MON. 9.4 MON. 9.4 MON. 8.8 MON. | | | | | | | |
| | | | | | | | 8.9* | 20* | | | | | | | | |
| | | | | | | | 9.8* | 21* | | | | | | | | |
| | | | | | | | 9.9* | 20* | | | | | | | | |
| | | | | | | | 8.9* | 18* | | | | | | | | |
| | | | | | | | 9.6* | 18* | | | | | | | | |
| | | | | | | | 9.1* | 17* | | | | | | | | |

CONT'D

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | | |
|---------------------------------------|---------|------------------|-----------------|---------------------|-----|---------------------|-----|------------|---------------|-----------------------|---------------------|---|---------------------|---|------------|---------------|-----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG AUD BY | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG AUD BY | TELE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % HR | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % HR | |
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS CAMPAIGN '80-MON-6.30PM(5)-CONT'D | | | 10.00 | | | | | | 9.5 | MON. | | | | | | | |
| | | | 10.15 | | | | | | 9.6 | MON. | | | | | | | |
| | | | 10.30 | | | | | | 10.3 | MON. | | | | | | | |
| | | | 10.45 | | | | | | 9.4 | MON. | | | | | | | |
| | | | 11.00 | | | | | | 8.5 | MON. | | | | | | | |
| | | | 11.15 | | | | | | 7.8 | MON. | | | | | | | |
| | | | 11.30 | | | | | | 7.0 | MON. | | | | | | | |
| | | | 11.45 | | | | | | 6.2 | MON. | | | | | | | |
| NBC TODAY SHOW-8.30AM-WED(8) | 1 | 8.30- 9.00AM | 8.30 | 2,820 | 3.7 | 2,370 | 3.1 | 17 | 3.0 | WED. | | | | | | | |
| | | | 8.45 | | | | | | 3.1 | WED. | | | | | | | |
| NBC DECISION '80 DEM CONV-W(2)(SUS) | 1 | 9.30-10.00AM | 9.30 | | | | | | | WED. | | | | | | | |
| NBC NBC NEWS UPDATE-10.58AM(SUS) | | 10.58-10.59AM | 10.45 | | | | | | | M-F | | | | | | | |
| NBC ANOTHER WORLD(8) | 1 | 2.00- 3.00PM | 2.00 | 4,580 | 6.0 | 3,660 | 4.8 | 16 | 4.8 | MON. | | | | | | | |
| | | | 2.15 | | | | | | 5.0 | MON. | | | | | | | |
| | | | 2.30 | | | | | | 5.0 | MON. | | | | | | | |
| | | | 2.45 | | | | | | 4.4 | MON. | | | | | | | |
| NBC DECIS'80 DEM CON-TU-400P(5) | 1 | 4.00- 5.00PM | 4.00 | 4,730 | 6.2 | 2,670 | 3.5 | 12 | 2.8 | TUE. | | | | | | | |
| | | | 4.15 | | | | | | 3.2 | TUE. | | | | | | | |
| | | | 4.30 | | | | | | 4.1 | TUE. | | | | | | | |

| | | | | | | | | | | | | | | | | |
|----------------------------------|---|---------------|-------|-------|------|-------|----------|-----|------|--|-------|-----|-------|-----|----|-----|
| NBC DECIS'80 DEM CON-WED-400P(S) | 1 | 4.00- 4.30PM | 4.45 | 3,510 | 4.6 | 2,900 | 3.9* 13* | 3.8 | TUE. | | | | | | | |
| | | | 4.00 | | | | 3.8 13 | 3.7 | WED. | | | | | | | |
| | | | 4.15 | | | | | 3.9 | WED. | | | | | | | |
| NBC DECIS'80 DEM CONV OPEN-MO(S) | 1 | 4.00- 6.00PM | 4.00 | 8,700 | 11.4 | 3,660 | 4.8 14 | 3.9 | MON. | | | | | | | |
| | | | 4.15 | | | | 4.0* 14* | 4.1 | MON. | | | | | | | |
| | | | 4.30 | | | | | 4.5 | MON. | | | | | | | |
| | | | 4.45 | | | | 4.6* 14* | 4.7 | MON. | | | | | | | |
| | | | 5.00 | | | | | 5.0 | MON. | | | | | | | |
| | | | 5.15 | | | | 5.1* 15* | 5.3 | MON. | | | | | | | |
| | | | 5.30 | | | | | 5.6 | MON. | | | | | | | |
| | | | 5.45 | | | | 5.3* 14* | 5.1 | MON. | | | | | | | |
| DAY SATURDAY | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.56AM | | 8.56- 8.59AM | 8.45 | 2,290 | 3.0 | 2,140 | 2.8 23 | 2.8 | | | 2,210 | 2.9 | 1,910 | 2.5 | 23 | 2.5 |
| ABC SCHOOLHOUSE ROCK-10.26AM | | 10.26-10.29AM | 10.15 | 3,360 | 4.4 | 3,130 | 4.1 20 | 4.1 | | | 4,270 | 5.6 | 3,890 | 5.1 | 27 | 5.1 |
| ABC SCHOOLHOUSE ROCK-11.26AM | | 11.26-11.29AM | 11.15 | 5,490 | 7.2 | 5,190 | 6.8 29 | 6.8 | | | 5,650 | 7.4 | 5,190 | 6.8 | 33 | 6.8 |
| ABC DEAR ALEX & ANNIE-11.56AM | | 11.56-11.59AM | 11.45 | 4,580 | 6.0 | 4,200 | 5.5 22 | 5.5 | | | 3,740 | 4.9 | 3,660 | 4.8 | 23 | 4.8 |
| CBS SUMMER SEMESTER SAT(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | 1,750 | 2.3 | 1,750 | 2.3 | 25 | 2.3 |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 2,140 | 2.8 | 2,060 | 2.7 28 | 2.7 | | | 3,050 | 4.0 | 2,900 | 3.8 | 31 | 3.8 |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 3,280 | 4.3 | 3,050 | 4.0 30 | 4.0 | | | 4,880 | 6.4 | 4,730 | 6.2 | 43 | 6.2 |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 4,350 | 5.7 | 4,270 | 5.6 34 | 5.6 | | | 6,640 | 8.7 | 6,180 | 8.1 | 44 | 8.3 |
| CBS IN THE NEWS- 9.59AM | | 9.59-10.02AM | 9.45 | 6,560 | 8.6 | 6,180 | 8.1 41 | 8.1 | | | | | | | | 8.0 |
| | | | 10.00 | | | | | 8.2 | | | | | | | | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 4,880 | 6.4 | 4,580 | 6.0 26 | 6.0 | | | 3,740 | 4.9 | 3,430 | 4.5 | 23 | 4.5 |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 4,650 | 6.1 | 4,040 | 5.3 23 | 5.3 | | | 3,890 | 5.1 | 3,280 | 4.3 | 21 | 4.3 |

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 | | | | | | | | WEEK 2 | | | | | | | |
|-------------------------------|---------|------------------|-----------------|---------------------|-----|---------------------|-----|------------|-------------------------|-----------------------|--|---------------------|-----|---------------------|-----|------------|-------------------------|-----------------------|--|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY % HR | TELE. CAST DAYS | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY % HR | TELE. CAST DAYS | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | |
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | | | | | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 4,580 | 6.0 | 4,350 | 5.7 | 23 | 5.7 | | | 4,880 | 6.4 | 4,350 | 5.7 | 27 | 5.7 | | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.16 | 3,820 | 5.0 | 3,590 | 4.7 | 19 | 4.7 | | | 4,120 | 5.4 | 3,890 | 5.1 | 22 | 5.1 | | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 4,730 | 6.2 | 4,500 | 5.9 | 25 | 5.9 | | | 4,810 | 6.3 | 4,580 | 6.0 | 25 | 6.0 | | |
| CBS IN THE NEWS-1.26PM | | 1.26-1.29PM | 1.15 | 5,260 | 6.9 | 4,730 | 6.2 | 25 | 6.2 | | | 4,650 | 6.1 | 4,350 | 5.7 | 23 | 5.7 | | |
| NBC ASK NBC NEWS-8.58AM | | 8.58-9.00AM | 8.45 | 2,370 | 3.1 | 2,290 | 3.0 | 24 | 3.0 | | | 1,680 | 2.2 | 1,600 | 2.1 | 19 | 2.1 | | |
| NBC TIME OUT-9.45AM | | 9.45-9.47AM | 9.45 | 3,590 | 4.7 | 3,510 | 4.6 | 25 | 4.6 | | | 2,370 | 3.1 | 2,290 | 3.0 | 17 | 3.0 | | |
| NBC ASK NBC NEWS-10.28AM | | 10.28-10.30AM | 10.15 | 4,430 | 5.8 | 3,970 | 5.2 | 26 | 5.2 | | | 2,520 | 3.3 | 2,440 | 3.2 | 17 | 3.2 | | |
| NBC TIME OUT-10.58AM | | 10.58-11.00AM | 10.45 | 5,190 | 6.8 | 4,810 | 6.3 | 28 | 6.3 | | | 3,890 | 5.1 | 3,820 | 5.0 | 26 | 5.0 | | |
| NBC ASK NBC NEWS-11.28AM | | 11.28-11.30AM | 11.15 | 4,350 | 5.7 | 4,270 | 5.6 | 24 | 5.6 | | | 3,510 | 4.6 | 3,280 | 4.3 | 21 | 4.3 | | |
| NBC TIME OUT-11.58AM | | 11.58-12.00NN | 11.45 | 4,880 | 6.4 | 4,730 | 6.2 | 25 | 6.2 | | | 3,660 | 4.8 | 3,430 | 4.5 | 21 | 4.5 | | |
| NBC NBC MAJOR LEAGUE PRE GAME | 1 | 4.00-4.20PM | -GRID | 7,480 | 9.8 | 6,560 | 8.6 | 29 | | | | | | | | | | | |
| | 2 | 4.00-4.21PM | -GRID | | | | | | | | | 6,870 | 9.0 | 5,800 | 7.6 | 28 | | 8.2 | |
| | | | 4.15 | | | | | | 8.6 | | | | | | | | | | |
| NBC NBC SPORTS FILL-2(SUS) | 1 | 6.32-7.00PM | 6.30 | | | | | | | | | | | | | | | | |
| NBC NBC SPORTS FILL-1(SUS) | 1 | 6.53-7.00PM | 6.45 | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|----------------------------------|---|---------------|-------|--------|------|-------|-----|----|-----|--|--|--------|------|-------|-------|-----|-----|------|--|
| DAY SUNDAY | | | | | | | | | | | | | | | | | | | |
| ABC DEAR ALEX & ANNIE-11.26AM | | 11.26-11.29AM | 11.15 | 2,140 | 2.8 | 2,060 | 2.7 | 14 | 2.7 | | | 1,910 | 2.5 | 1,750 | 2.3 | 12 | 2.3 | | |
| ABC SCHOOLHOUSE ROCK-11.55AM | | 11.55-11.59AM | 11.45 | 2,210 | 2.9 | 1,750 | 2.3 | 10 | 2.3 | | | 1,980 | 2.6 | 1,830 | 2.4 | 11 | 2.4 | | |
| ABC NFL PRE-SEASON FTBL-ABC(S) | 2 | 12.30-3.58PM | -GRID | | | | | | | | | 16,180 | 21.2 | 7,020 | 9.2 | 34 | | 10.7 | |
| | | | 3.45 | | | | | | | | | | | | 10.9* | 34* | | | |
| ABC ABC SUNDAY AFTERNOON BSBL | 2 | 3.58-6.12PM | -GRID | | | | | | | | | 13,660 | 17.9 | 6,490 | 8.5 | 25 | | 9.7 | |
| | | | 6.00 | | | | | | | | | | | | | | | | |
| ABC SUN BASEBALL FILL-1(SUS) | 1 | 4.44-5.00PM | 4.30 | | | | | | | | | | | | | | | | |
| ABC SUN BASEBALL FILL-2(SUS) | 1 | 4.48-5.00PM | 4.45 | | | | | | | | | 3,890 | 5.1 | 3,200 | 4.2 | 11 | | 4.0 | |
| ABC ABC SUN AFTERNOON BSBL(B) | 2 | 6.12-6.42PM | -GRID | | | | | | | | | | | | | | | | |
| | | | 6.30 | | | | | | | | | 530 | .7 | 460 | .6 | 9 | | .6 | |
| CBS IN THE NEWS-8.26AM-SUN. | | 8.26-8.29AM | 8.15 | | << | | << | | | | | 920 | 1.2 | 920 | 1.2 | 12 | | 1.2 | |
| CBS IN THE NEWS-8.56AM-SUN. | | 8.56-8.59AM | 8.45 | 460 | .6 | 460 | .6 | 7 | .6 | | | | | | | | | | |
| CBS NFL PRE-SEASON FTBL-CBS(S) | 1 | 1.00-4.10PM | -GRID | 15,180 | 19.9 | 6,790 | 8.9 | 29 | 9.7 | | | | | | | | | | |
| CBS WORLD SERIES-GOLF BONUS(SUS) | 2 | 3.50-4.00PM | 3.45 | | | | | | | | | | | | | | | | |